

Fig. 1

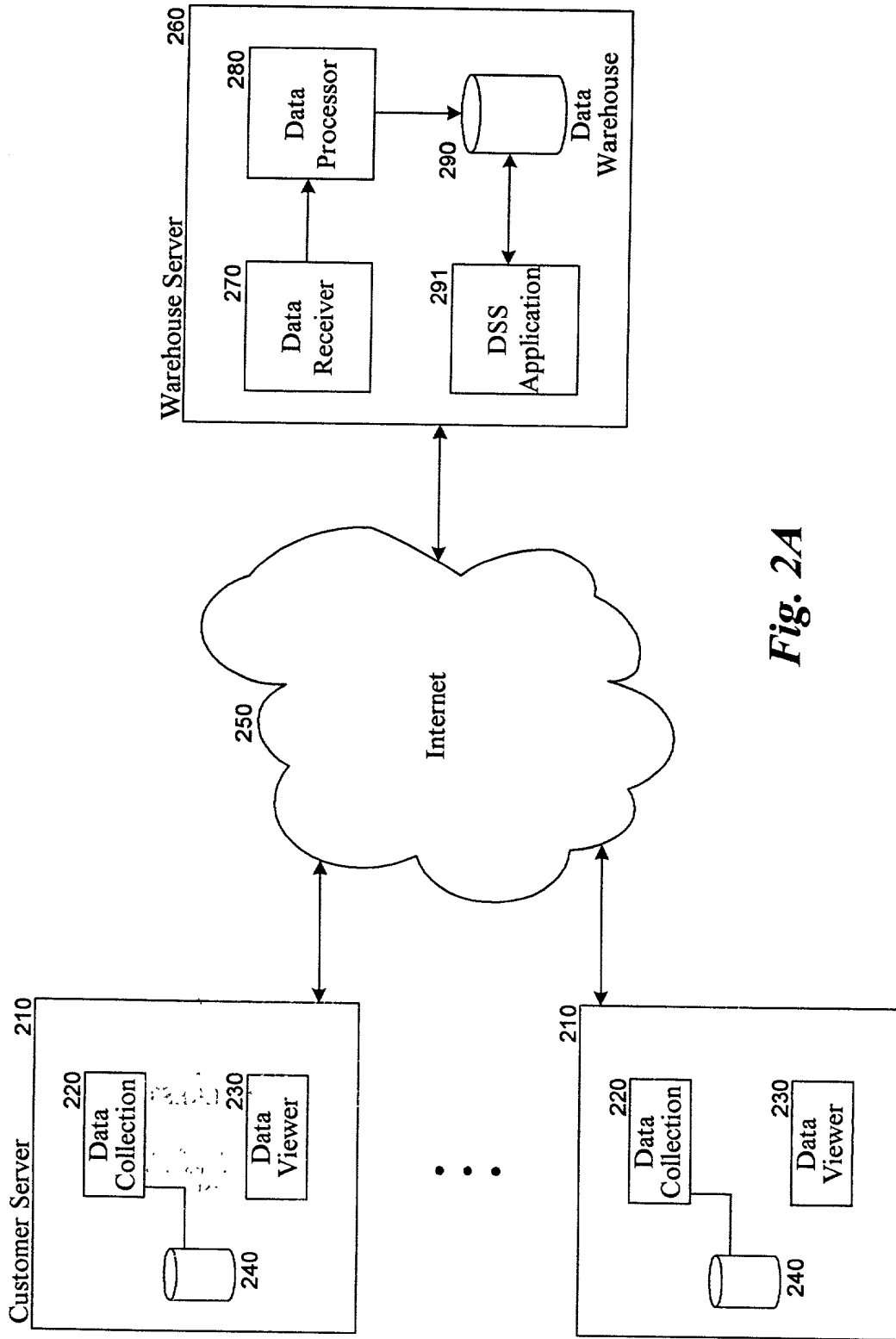


Fig. 2A

User 402

Logical Site 403

URI 404

Referer URI 405

Log Entry Table 401	
	Dimensions
	...

Page Type 406

Event 1 407

...

Event N 407

Query String 408

Referer Query String 409

Fig. 4

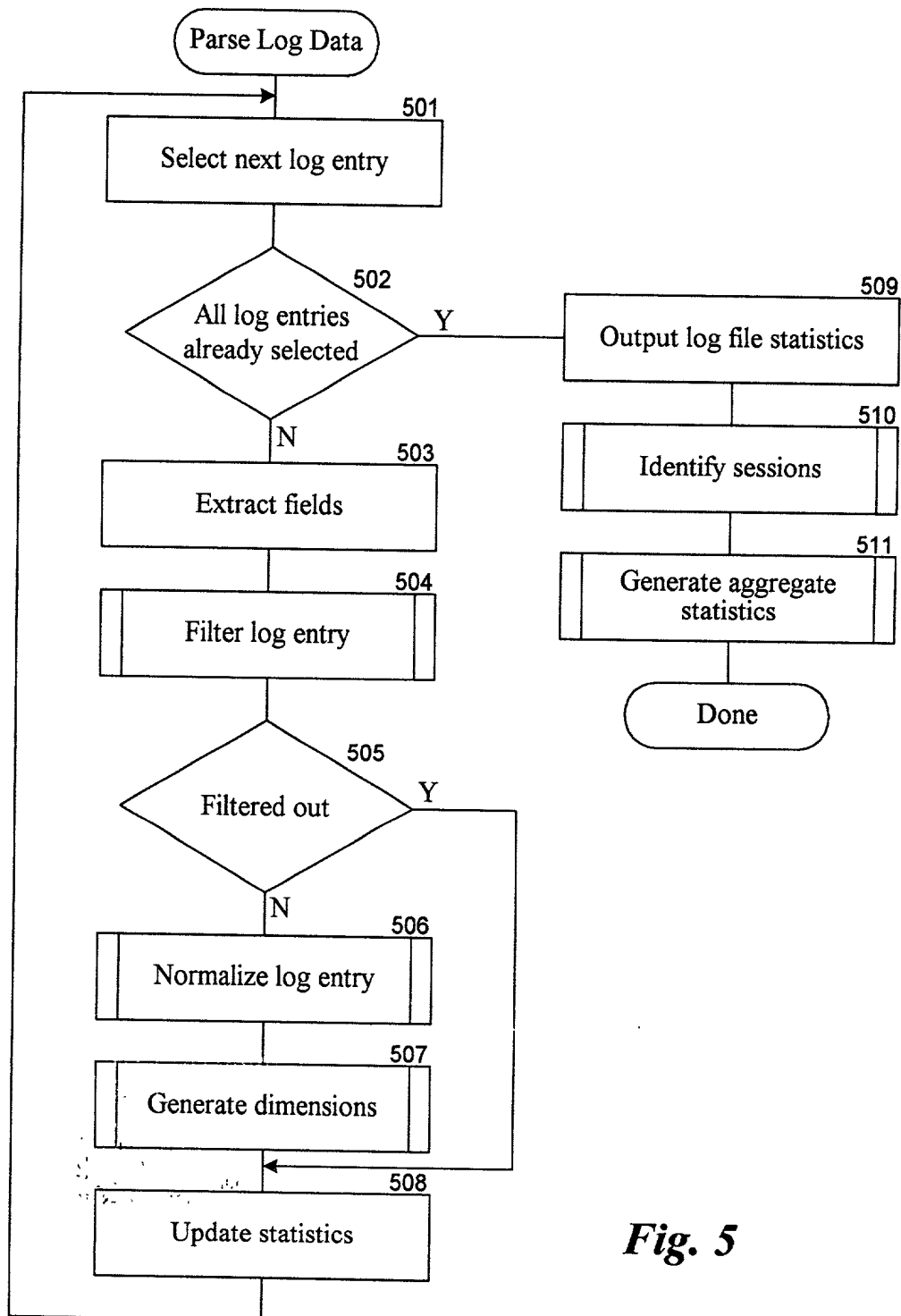


Fig. 5

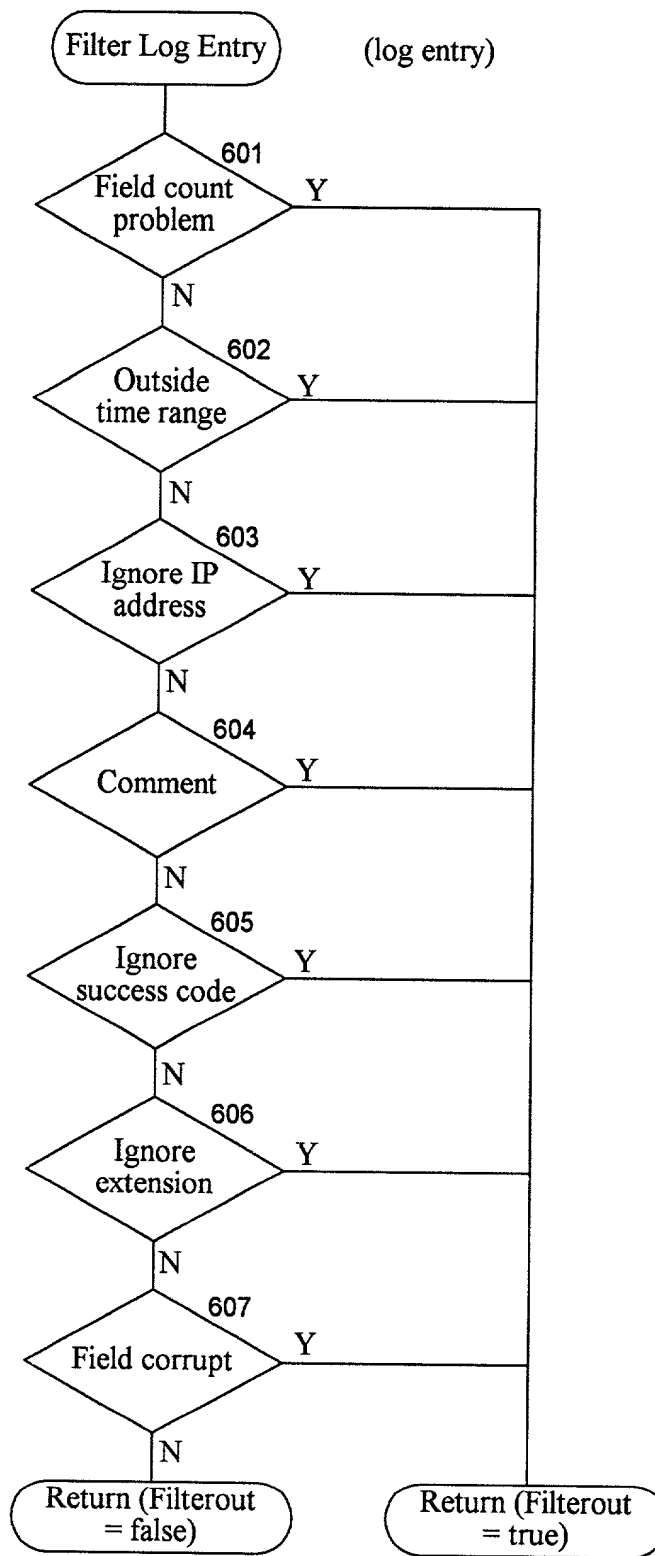


Fig. 6

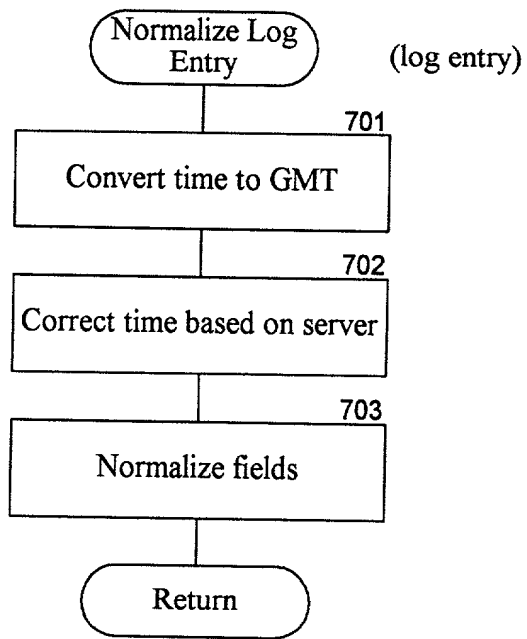


Fig. 7

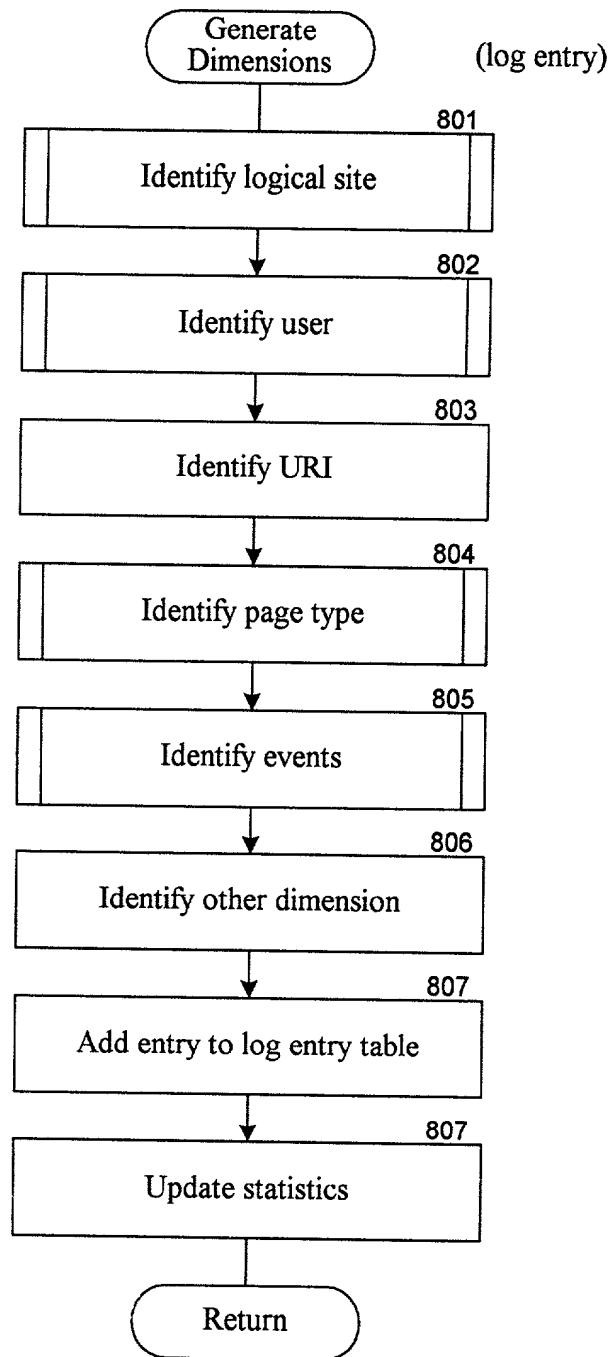


Fig. 8

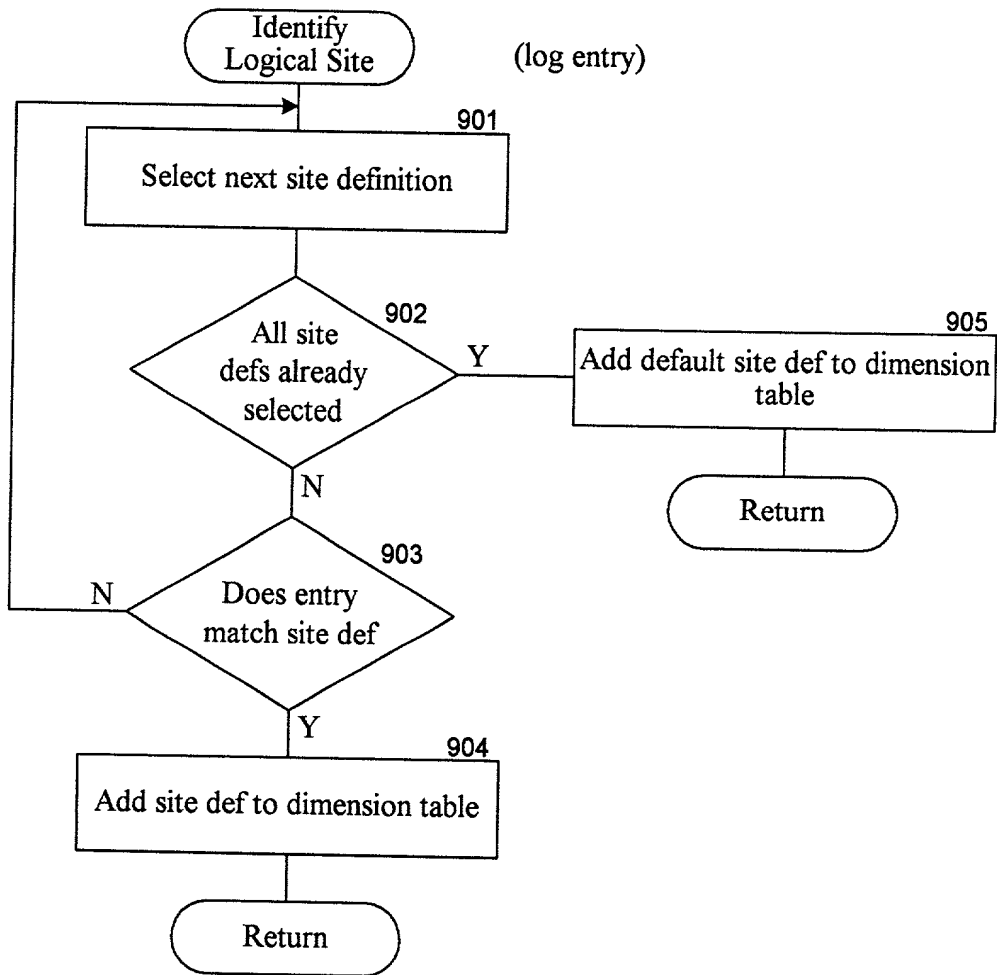


Fig. 9

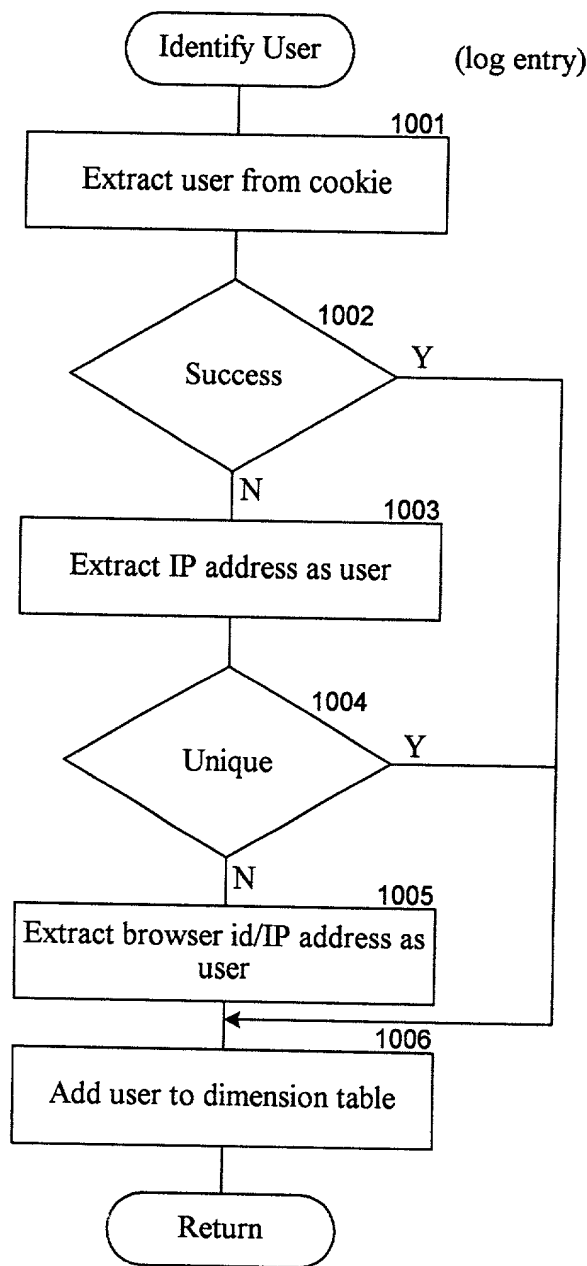


Fig. 10

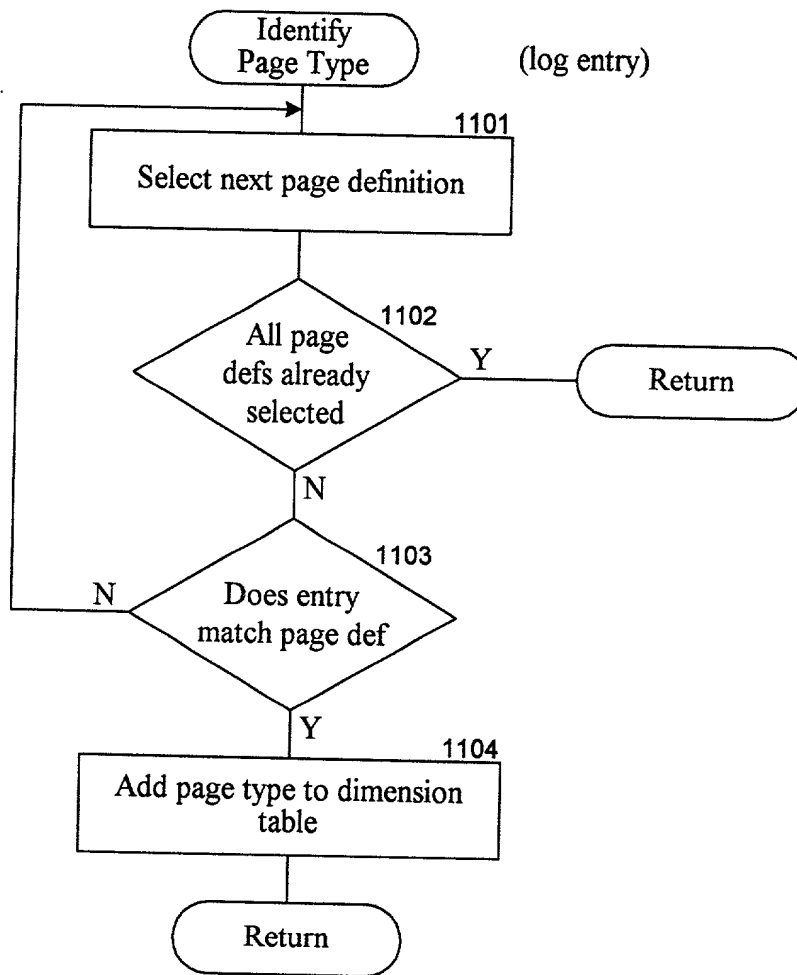


Fig. 11

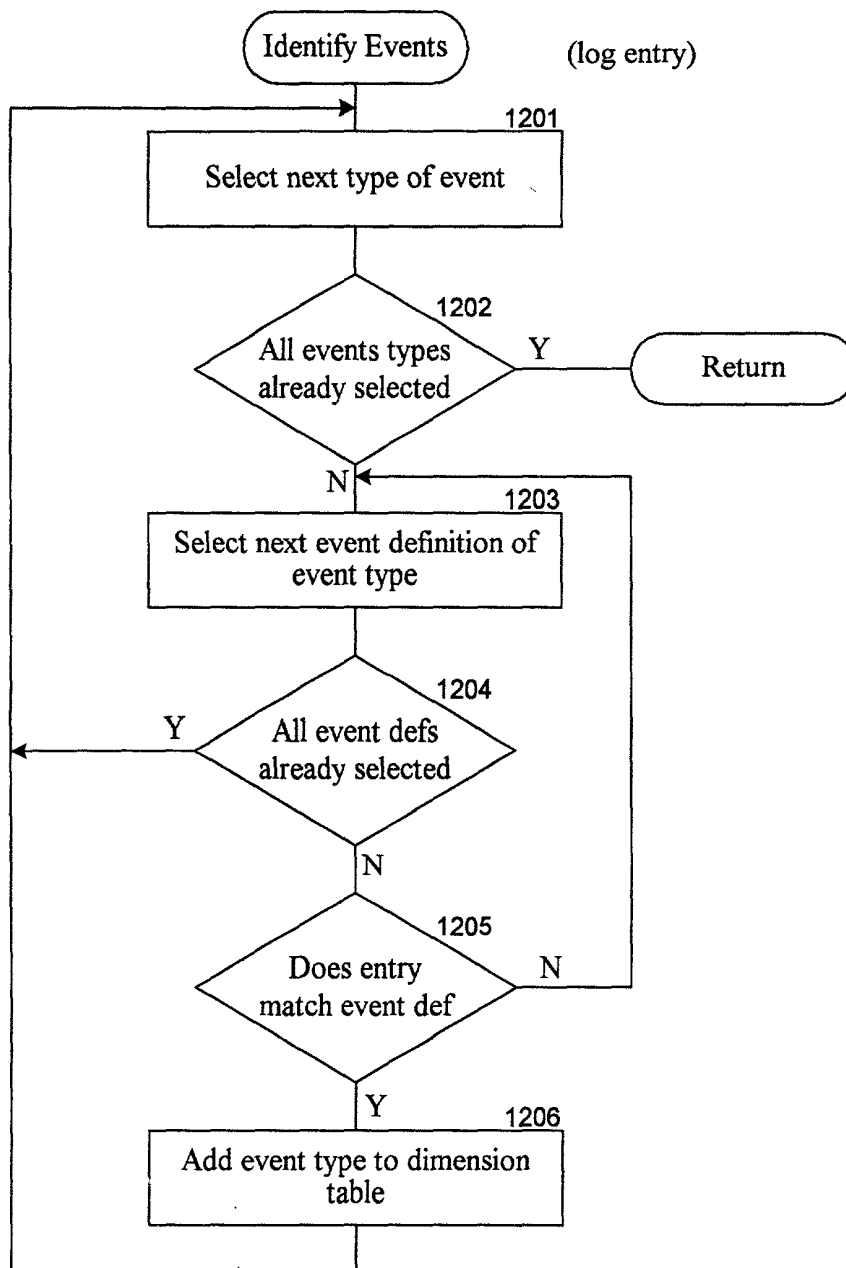


Fig. 12

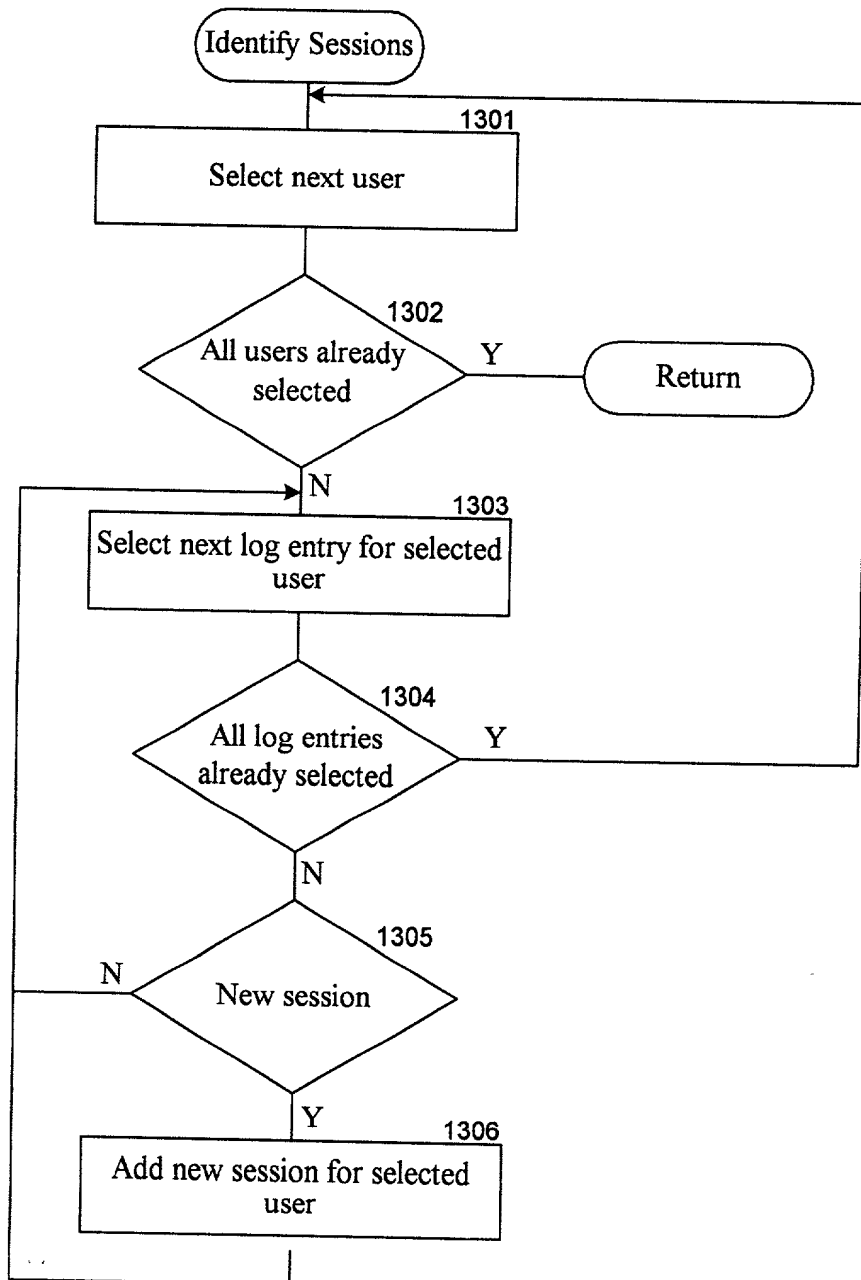


Fig. 13

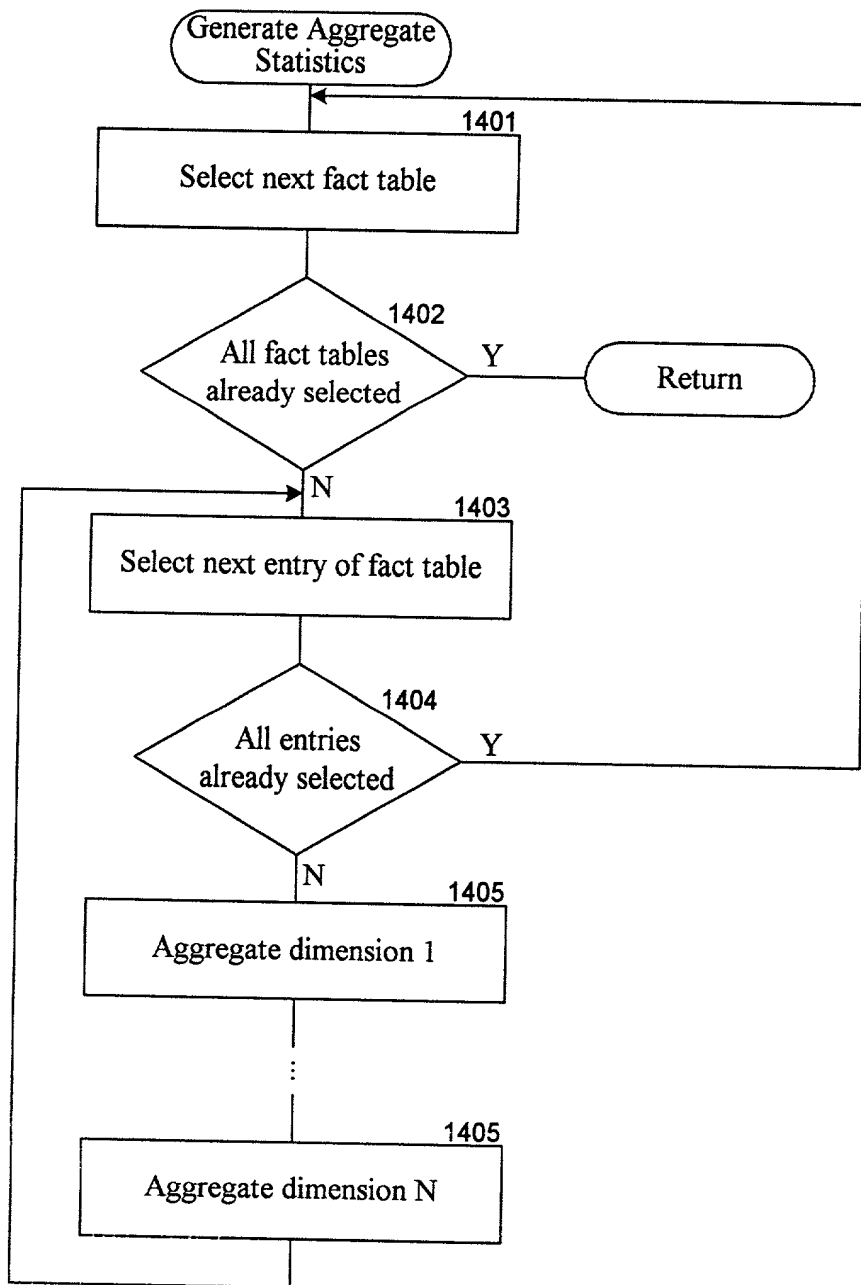


Fig. 14

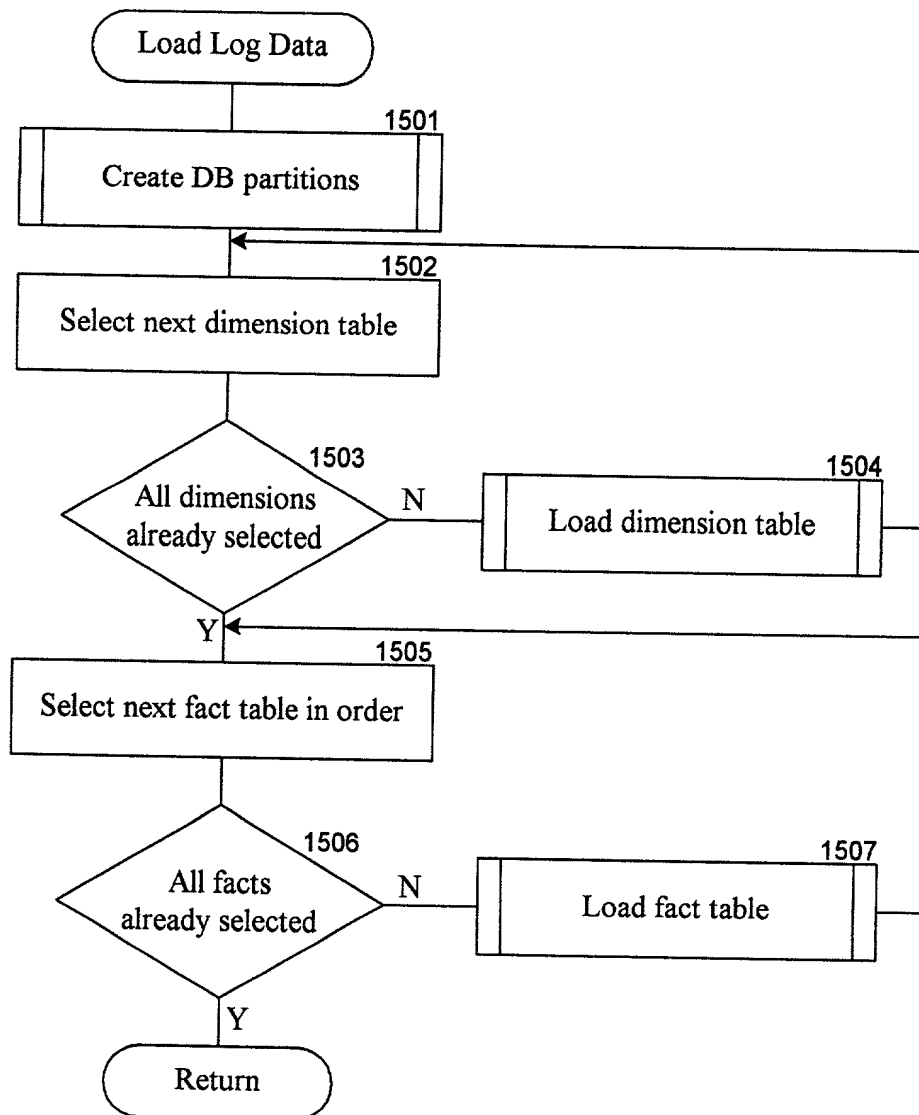


Fig. 15

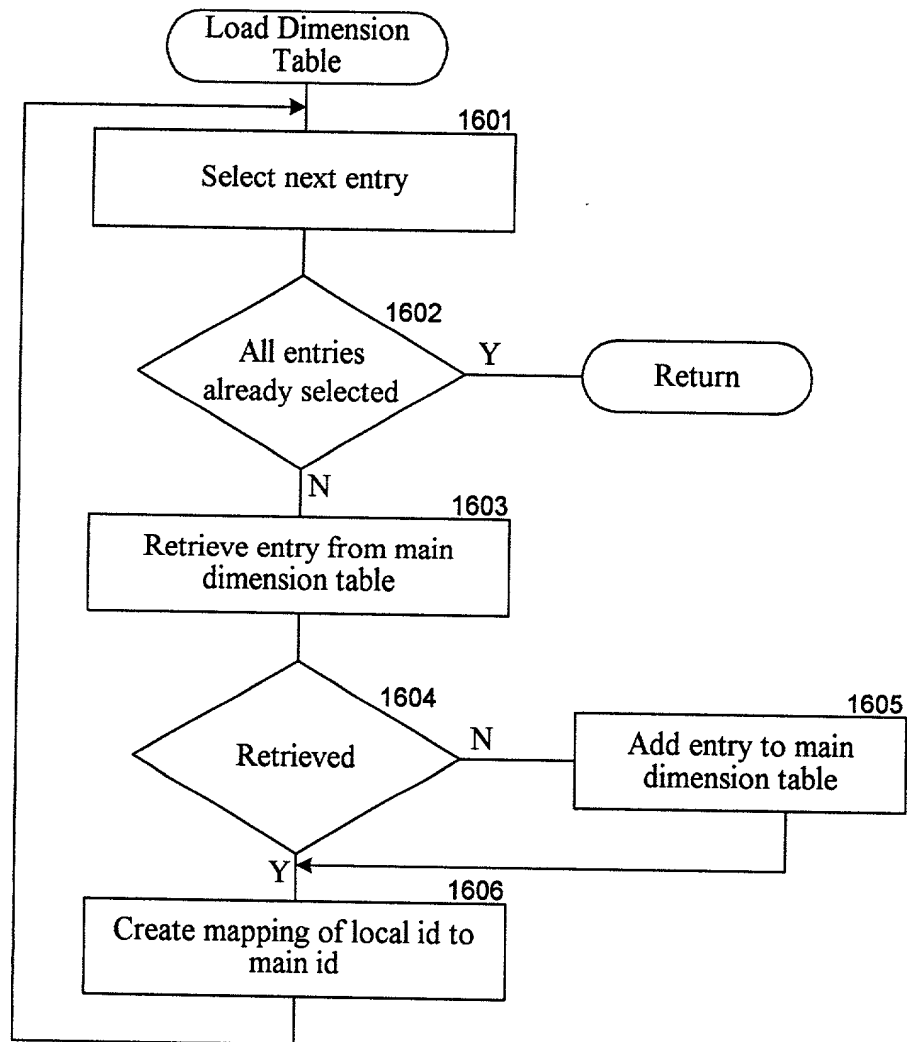


Fig. 16

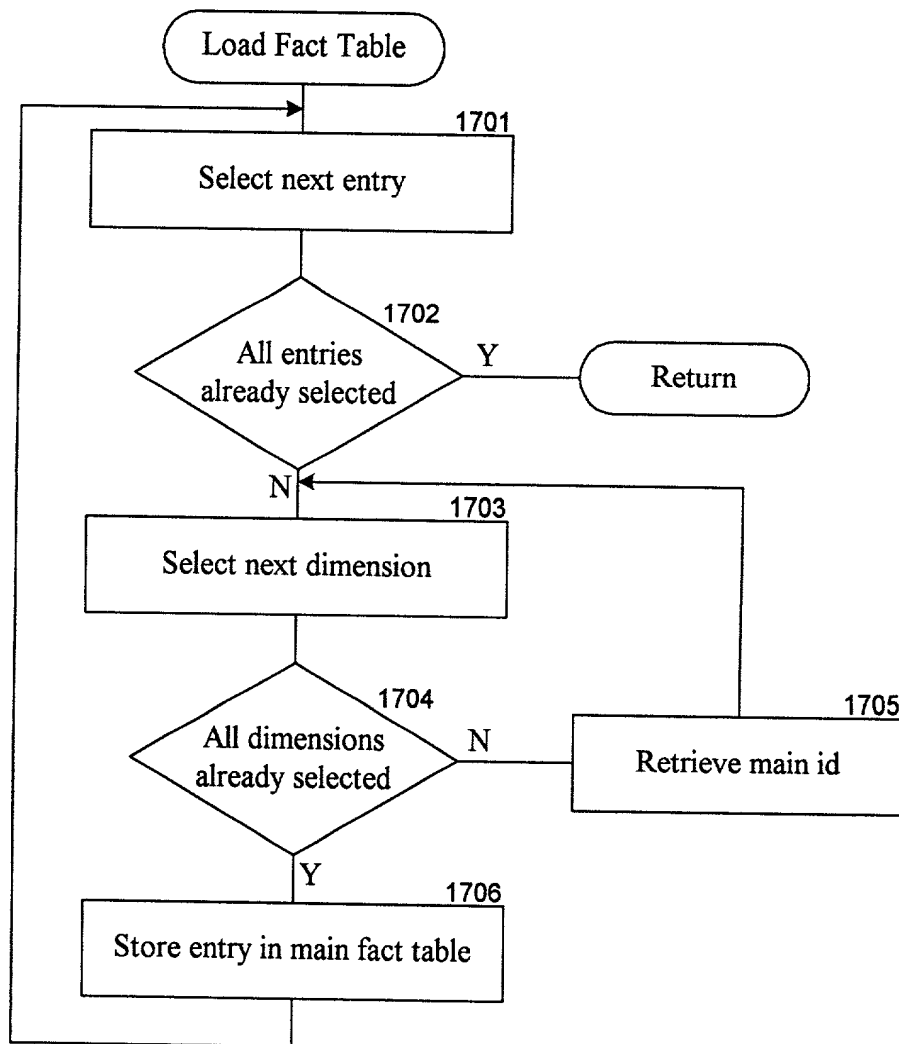


Fig. 17

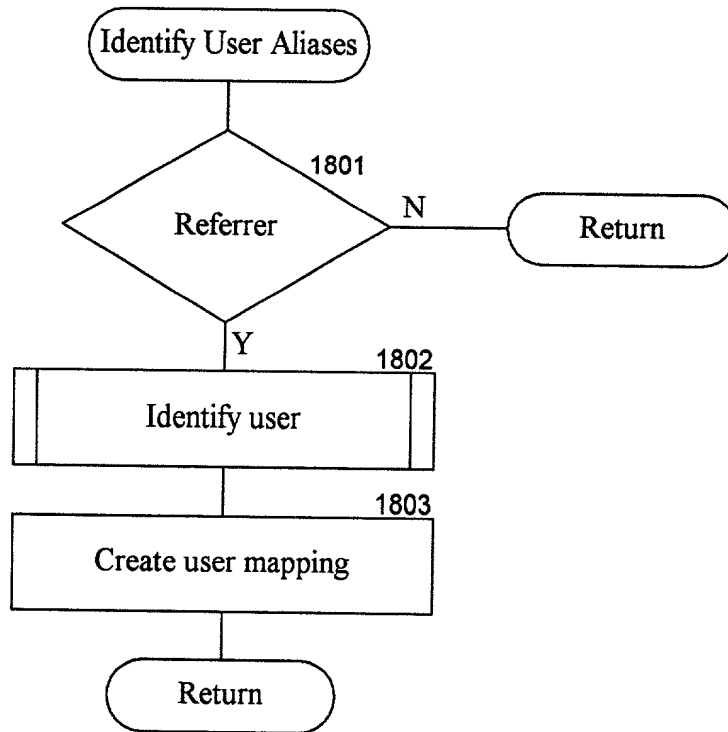


Fig. 18

1900 Welcome to digiMine

digiMine

Powering your data
for business advantage

MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER LOG IN

1901

1903

1905

1907

1909

Unlock the Power of Your Data

You need to know more about your customers, their behavior, and what they need. digiMine provides you with intuitive reports that have key metrics on customer behavior, site performance, product sales, content consumption, marketing campaign effectiveness, browser to buyer conversion, customer segment identification and much, much more. digiMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

digiMine will uncover valuable business intelligence and enable you to take immediate action by delivering advanced analytics and personalization tools.

digiMine provides you with intuitive reports that have key metrics on customer behavior, site performance, product sales, content consumption, marketing campaign effectiveness, browser to buyer conversion, customer segment identification and much, much more. digiMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

Best of all, our application service provider (ASP) model allows us to provide you with an affordable solution that is quick to deploy and easy to use.

[Learn more](#)

[Contact Us](#)

To request additional information about digiMine, please fill out our

1904

UPSIDE EVENTS

digiMine Wins
Upside
Preview
Fall's
Award at
Internet
World!



See why
data warehousing and data
mining solution for all
e-businesses.

Service Benefits

See why
data warehousing and data
mining solution for all
e-businesses.

digiMine Careers

Do you have a passion for
technology, customer
service and a desire to win?
If so, check out our current

<http://www.digimine.com/>

Fig. 19A

Overview

2024-2025

digitimine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive and affordable solution that is quick to deploy and easy to use.

What truly sets digiMine apart from the competition is our ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying high-end data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence. And we enable you to take action with precision and speed.

digitalmine(sm) Services include:


1. *Journal of the American Medical Association* 1912
2. *Journal of the American Medical Association* 1914
3. *Journal of the American Medical Association* 1916
4. *Journal of the American Medical Association* 1918

[illegible]

Get KB, Requires, & OS (see below)

Fig. 19B

Small text in the top left corner, likely a page number or header.



[MAIN](#)[SERVICES](#)[COMPANY](#)[MEDIA CENTER](#)[CUSTOMER LOG IN](#)

[service benefits](#)[take the quiz](#)[how digimine works](#)[request info](#)

digimine services

Overview

Building a comprehensive data warehouse is the first fundamental step in creating strong analytics and personalization. digimine will take your data from multiple sources including click stream, transaction, product, campaign and user profiles to create a robust data asset.


Our scalable data warehousing infrastructure enables us to build large warehouses that are capable of holding data for the most data intensive businesses, even those as big as the Media Metri> top 50.

- 1. digimine Warehousing Services
- 2. ... 1914
- 3. ...
- 4. ...

Fig. 19C

© 2000 digiMine, Inc. All rights reserved. digiMine, Inc. is a registered trademark of digiMine, Inc. in the United States and other countries. digiMine, Inc. is not responsible for the content of any external links.

digiMine Analytic Services Overview



[MAIN](#)
[SERVICES](#)
[COMPANY](#)
[MEDIA CENTER](#)
[CUSTOMER LOG IN](#)

[request info](#)

[How digiMine works](#)


[Take the quiz](#)

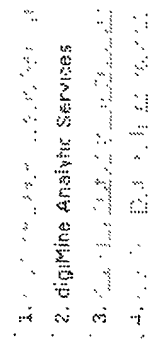
[service benefits](#)

Overview

We provide advanced analytics to you through intuitive, interactive and customizable reports. You can quickly get a top-level view of your customers or you can drill down to specifics 24 hours a day, 365 days a year. We provide you with reports that are relevant and enable you to take action with confidence. Our reports include analytics on:

- Site Usage
 - Traffic, Referral, path analysis, key words
- Integrated Marketing Campaign Analysis
 - Online advertising, e-mail, affinity and loyalty programs
- Customer Analysis
 - Demographic, psychographic, recency and frequency
- User Action Analysis
 - RFC, registration, auction
- Shopping Cart Analysis
 - Conversion and abandonment





<http://www.digimine.com/services/analytic.htm>

Fig. 19D

50
 40
 30
 20
 10
 0
 0 10 20 30 40 50

Overview

digimine splices advanced data mining algorithms to provide you with the most powerful analytics available. Our algorithms identify patterns in the data that can deliver new insight into your customers. These analytics, coupled with our interactive reporting interface, give you the intelligence you need to make timely decisions with confidence.

- Personalization
- Cross-sell and Upsell
- Churn management
- Affinity Analysis - Product, Content, Event
- Customer Segmentation

1. [Data Mining: Concepts and Techniques](#), 3rd ed., by Jiawei Han, Micheline Kamber, and Raymond Chong Chang. Morgan Kaufmann, 2011.
2. [Data Mining: Introductory and Advanced Topics](#), by David Hand, Heitor Garcia, and Paul Smith. Morgan Kaufmann, 2012.
3. [Data Mining: Data Mining Services](#), by David Hand, Heitor Garcia, and Paul Smith. Morgan Kaufmann, 2012.
4. [Data Mining: Data Mining Services](#), by David Hand, Heitor Garcia, and Paul Smith. Morgan Kaufmann, 2012.

© 2000 digiMine, Inc. All rights reserved. digiMine, the digiMine logo, and the digiMine Services logo are trademarks of digiMine, Inc. All other trademarks are the property of their respective owners.

digiMine Data Enhancement Services Overview

digiMine

MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER LOG IN

service benefits

take the quiz

how digiMine works

recent info

1924

Overview

digiMine(SM) Data Enhancement Services are helpful tools that make your data more valuable and more usable. These services can also help you reduce marketing costs by correcting addresses and eliminating duplicates.

digiMine(SM) Address Validation/Correction - digiMine can validate and correct customer addresses using information from the USPS. digiMine's address validation and correction services include: National Change of Address (NCOA), Locatable Address Correction Service (LACS) and Delivery Sequence File (DSF) processing.*

digiMine(SM) Merge/Purge - digiMine can also merge lists and purge duplicates. This service enables you to eliminate duplicate records and records that map to the same address (householding).

* NCOA, LACS and DSF are trademarks of the United States Postal Service

1. Address Validation/Correction
2. Merge/Purge
3. National Change of Address (NCOA)
4. digiMine Data Enhancement Services

<http://www.digimine.com/services/enhancement.htm>

Fig. 19F

© 2000 digiMine, Inc. All rights reserved. digiMine is a registered trademark of digiMine, Inc. All other trademarks are the property of their respective owners.

digiMine Service Benefits

MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER LOG IN

overview

take the quiz

for digiMine works

request info

1926

Service Benefits

digiMine (SM) Services make understanding your customers and your business easy. And we alleviate the frustrations associated with deploying and using a home-grown data warehousing and data mining solution.

Powerful data mining tools
Our data mining-powered reports provide you with unparalleled intelligence. We give you the tools to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

Easy to use
digiMine(SM) Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize the view of your analytics.

A comprehensive data asset
digiMine builds a robust, scalable and secure data warehouse for you that combines the full range of downstream, user-registration, product, campaign and transaction data.

Quick to deploy
digiMine offers fast time-to-deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, customers begin to realize the value of digiMine(SM) Services in as little as 24 hours.

Affordable
Our web-based ASP model allows us to deliver a powerful, high-end service that is both efficient and affordable. Setup costs are minimal and do not require additional IT resources. A monthly fee covers all expenses related to hardware, software, operations and reporting.

1930

data mining works

take the quiz

for digiMine works

request info

<http://www.digimine.com/services/servicebenefits.htm>

Fig. 19G

Unlock the Power of Your Data

Overview

If you're like most businesses, you are generating huge volumes of valuable data - data that can reveal the likes and dislikes of current and potential customers about your products, services and web site. Do you have the infrastructure and tools in place to turn your data into actionable business intelligence?

digIMine, Inc. is setting new standards in the delivery of powerful analytics and personalization for eBusinesses. Our data mining services provide you with intuitive reports to understand customer behavior, marketing campaign effectiveness, sales trends, browse-to-buy conversion, customer segment identification and much more. digIMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

digIMine is the only true ASP (application service provider) for sophisticated data warehousing and data mining solutions. We go far beyond today's web-reporting packages by building a comprehensive data warehouse and by applying data mining tools to the full range of click stream, user registration, product catalog, campaign and transaction data. And our ASP model enables us to provide you with an affordable solution that is quick to deploy and easy to use.

Service Benefits

Powerful data mining tools

Our data mining-powered reports provide you with unparalleled intelligence. We give you the tools you need to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

Comprehensive data asset

We take your multiple sources of data and build a robust data warehouse for you - a fundamental step in extracting the greatest value from your data. Our scalable data warehousing infrastructure enables us to build customer specific warehouses that are capable of holding data for the most data intensive businesses.



digIMine, Inc.'s reports provide actionable insight into customer behavior.

Do you know enough about your customers?

1. How many customers visited your site yesterday?
2. How many were first time visitors?
3. Can you get a list of those new customers and email them a personalized thank you letter yet?
4. What are the top 10 most visited product areas on your site?
5. What products should you consider making more "visible" to attract new customers?
6. What are your top ten selling products or services? Have they changed in the last month?
7. How many e-mails go through your homepage per session?
8. Which marketing promotions are most effective at driving new customers to your site?
9. Which customers are buying the most, and which are just shoppers on your site?
10. What is the expected "lifetime value" of your customers?

How many of these questions can you answer today? You're not alone if you can only answer a few. With digIMine, you will be able to answer these questions and more.

Fig. 19H

Affordable

Our web-based ASP model allows us to deliver a powerful, high-end service that is efficient and affordable. Set-up costs are minimal and do not require additional IT resources. Fixed monthly fees cover all expenses related to hardware, software, operations and reporting.

Easy-to-use

digIMineSM Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize your view of your analytics. And you don't have to be a statistician to understand your data.

Quick to deploy

digIMine offers the fastest time to deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, our customers have full analytics in less than 24 hours.

How digIMine Works

digIMineSM Services do not require you to invest in additional IT resources, nor do we require you to deploy data tags. We simply install a digIMine SturperTM at your data center that encrypts and compresses your data for transmission at pre-determined times. digIMine's SturperTM is a simple piece of software that has the ability to pull web server logs and gather data from any OLE-DB-compliant database - from Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall.

Once your data is transferred to digIMine's data center, it is parsed, cleaned and loaded into a secure data warehouse.

digIMine then produces detailed and accurate reports that are delivered 24 hours a day, 7 days a week, 365 days a year. You can access your reports through a dedicated https connection using a standard browser. The reports are completely secure and require user authentication. In fact, as an administrator, you have the ability to set various levels of access permission for different business users in your company. Your data is also made available for export.

digIMine provides data mining services for predictive applications. These predictive components give you the ability to personalize web content and cross-sell or up-sell products. Data mining components run in real-time on your web site or in batch applications, such as targeted e-mail.

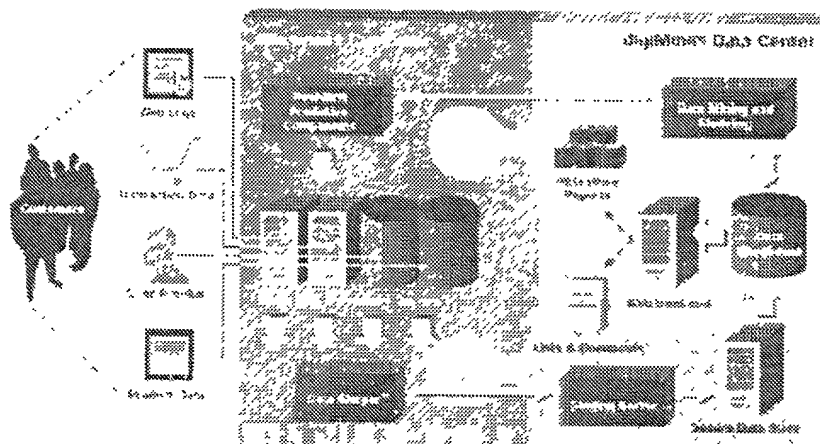


Fig.

©2000 digIMine, Inc. All rights reserved. digIMine and digIMine.com are trademarks of digIMine, Inc. All other marks are owned by their respective entity.

digIMine, Inc.
11250 Kirkland Way
Kirkland, WA 98033

Tel: 425 896 1700

Fax: 425 896 1777

www.digIMine.com

Fig. 191

digIMine Services: Take the Quiz

digIMine

MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER LOG IN

OVERVIEW

SERVICE BENEFITS

HOW DIGIMINE WORKS

REQUEST INFO

1 2 3 4 5 6 7 8 9 10 11 12

1928

Take the Quiz

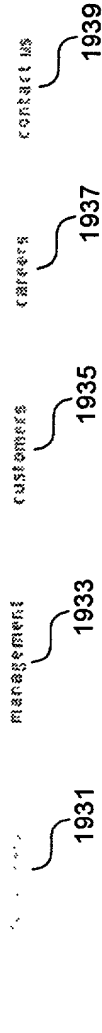
With the abundance of sites on the Internet today, it's hard to get customers and keep them. Let's face it, if within 20 seconds your visitors are not presented with the specific content or list of products they're interested in, then there's little chance they'll return again.

How many of these questions can you answer today? You're not alone if you can only answer a few. With digIMine, you will be able to answer all of these questions and more.

- ✓ How many customers came to your site yesterday?
- ✓ How many were first time visitors?
- ✓ Can you get a list of those new customers and send them a thank you the next day?
- ✓ What are most visited products areas on your site?
- ✓ What products should you consider making "loss leaders" to attract new customers?
- ✓ What are your top selling products or services? Have they changed in the last month?
- ✓ How many shoppers go through your home page?
- ✓ Which marketing promotions are most effective at driving new customers to your site?
- ✓ Which customers are likely to "churn" and which are loyal shoppers on your site?
- ✓ What is the expected "life time value" of your customers?

<http://www.digimine.com/services/quiz.htm>

Fig. 19J



Our Mission

digimine is a leading provider of e-business solutions, helping businesses to increase their sales and profitability through data mining and data warehousing.

digimine was born from the experience of our three founders: Nick Besbeas, Usama Fayyad and Bassem Ojeh. All three Microsoft veterans come from different disciplines — direct marketing, data mining, and data warehouse operations.

Through their experiences, they realized that the benefits of data warehousing and data mining delivered as a service, would enable e-businesses to derive the most value from their data for increased competitive advantage.

Management

1941
1943
1945
1947
1949

1941
President & CEO, co-founder

1943
Executive VP Sales and Marketing, co-founder

1945
CEO, co-founder

1947
Chief Financial Officer

1949
Vice President of Legal Affairs

Mayfield Fund
Second Avenue Fund
Cedar Grove Investments (Amazon.com, LoudEye, PhotoDisc)
Kellett Investments (InfoSpace.com, MCI WorldCom, eVite.com, ComStar, meals.com, gear.com, Virtual Bank)
Sam Jadhav (Managing Director, Internet Capital Group; former Microsoft Vice President)
Robert Pollan (Managing Director, Internet Capital Group)
James Youker (former NextLink CEO)
Deutsche Bank Technology Fund (internet, financials, and telecom funds)
Silicon Valley Angels (involved in hottest early-stage companies today)

Fig. 19M

digimine Executive Bio: Bob Bolan



MAIN SERVICES COMPANY MEDIA CENTER CUSTOMER LOG IN

OUR MISSION

RELATIONS

EXPERTS

CONTACT US

1937

Management



Bob Bolan, Esq.
Vice President of Legal Affairs

Bob Bolan is chief legal counsel and advises the management team and the board of directors on all legal affairs of the company.

From 1994 until joining the company in May of 2000, Bob served as Corporate Attorney at Microsoft Corporation where he practiced in a wide variety of corporate matters including intellectual property, licensing, litigation, acquisitions, strategic alliances and joint ventures. He provided legal services to the Windows platform division, the Applications Division, the Microsoft Network, and Microsoft Research Division. Most notably, Bob led the development of the parent portfolio for Microsoft Research in Redmond, Cambridge and China, representing such diverse technologies as speech recognition, natural languages, operating systems, programming languages, cryptography, user interface design, artificial intelligence, graphics, etc. on development tools, database and data mining.

From 1988 to 1994, Bob was a Member of Technical Staff at AT&T Bell Laboratories where he developed network features for high capacity packet switches that formed the signaling infrastructure of the AT&T interexchange carrier network.

Bob received his J.D. from Capital University (1983) and was honored with membership to Order of the Coif. He also earned a Masters in Computer Science from Purdue (1982) and an Honors Bachelor of Arts in Classical Languages from Xavier University (1979). Bob is a member of the Washington State Bar, the Ohio Bar and is registered to practice before the US Patent and Trademark Office. He is a former extern of Judge James Graham, of a United States District Court, Southern District of Ohio, and of Judge Alan Burns of the Sixth Circuit Court of Appeals.

Fig. 19N



CUSTOMER LOG IN

MEDIA CENTER

COMPANY

SERVICES

MAIN

CONTACT US

CUSTOMERS

MANAGEMENT

OUR MISSION

CAREERS

Careers

Working at digimine

Welcome to digimine. We're a young, well-funded company with huge potential. We're currently looking for industry visionaries with a wealth of marketing, product development and research experience. They have held leadership positions at Microsoft and NASA where they have built and managed dynamic, successful organizations. We also have an equally impressive roster of people backing us.

At digimine, you'll have the chance to spread your entrepreneurial wings and soar. Along the way, you'll use your skills and knowledge to help digimine reach new heights. In return for your hard work, you'll enjoy an industry-leading compensation package that includes stock options. So you can tie your financial success to your achievements at the company.

digimine is a passionate group of people. We're passionate about creating revolutionary data mining and data warehousing technologies. We're passionate about delivering great customer service. We're passionate about winning. And we're passionate about building a workplace where you'll have many opportunities to contribute to our success and receive generous rewards for your hard work.

Check out our career opportunities and see why one Silicon Valley angel investor called us "the hottest startup ever to come out of Seattle."

<http://www.digimine.com/company/careers/>

1920


Fig. 190

1950

1953

Small vertical text on the left margin, likely a page number or reference code.

digiMine Company Information



MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER LOG IN

our mission

management

customers

contacts

COMPANY

Careers

Career Opportunities

digiMine is looking for talented candidates and we usually have more than one opening in any of the following areas. Click on your area of interest to see current profiles and job descriptions.

- Research and Development
 - Quality Assurance and Test
 - Operations and Data Center
 - Sales and Marketing
 - Finance, General and Administration
 - Legal
- 1951
- 1952

To apply, please send your resume (in Microsoft Word format) to jobs@digimine.com. Please be sure to reference the job for which you are applying. Agencies and headhunters, please do not submit candidates through the web.

<http://www.digimine.com/company/careers/jobopps.htm>

Fig. 19P

Careers

Legal Positions

« job categories

Corporate Attorney - Intellectual Property

Responsibilities

- Principal responsibility for management of all patent procurement and conflict matters
- Review ideas for strategic importance and patent viability.
- Work closely with outside counsel to develop claim scope and prosecution strategy, and supervise them throughout the process. Analyze third party patents and determine best resolution, including licensing, product modification and liability studies.
- Counsel development and business clients on patent-related issues.
- Provide support for patent litigation.

Requirements

- Excellent academic credentials.
- 5+ years experience in patents required, including preparing and prosecuting patent applications, opinion work (invalidity/non-infringement), licensing, and/or litigation.
- Significant computer industry experience highly desirable.
- Advanced technical degree a plus

Fig. 19Q

NO. 23

1955

1957

1950

Figure 6

digimine wants to turn data into gold



The algorithms and data-mining software created by Usama Feyyad have been used to find volcanoes on Venus and galaxies far, far away. Now the former scientist at NASA's Jet Propulsion Lab is using that same technology to create digiMine...

2000

January 17, 2001 - Technology Review, MIT's Magazine of Innovation, Names digimine CEO Usama Fayed to TR10 ..

December 18, 2009 - digiMine Teams with EMC to Power Data Warehousing and Data Mining Service >

[illegible]

please direct all press related
inquiries to

the sixth annual wsa industry achievement awards

digitime Services selected as finalist for Industry Achievement Award's

1000

Fig. 19R

REDA CENEX

Press Releases

January 17, 2001

December 16, 2000

October 30, 2000

October 26, 2000

October 3, 2000

September 10, 2008

September 11, 2000

August 13, 2000

May 25, 2000

April 3, 2000 - 6:00 PM - 13999 N. 46th Ave.

Fig. 19S

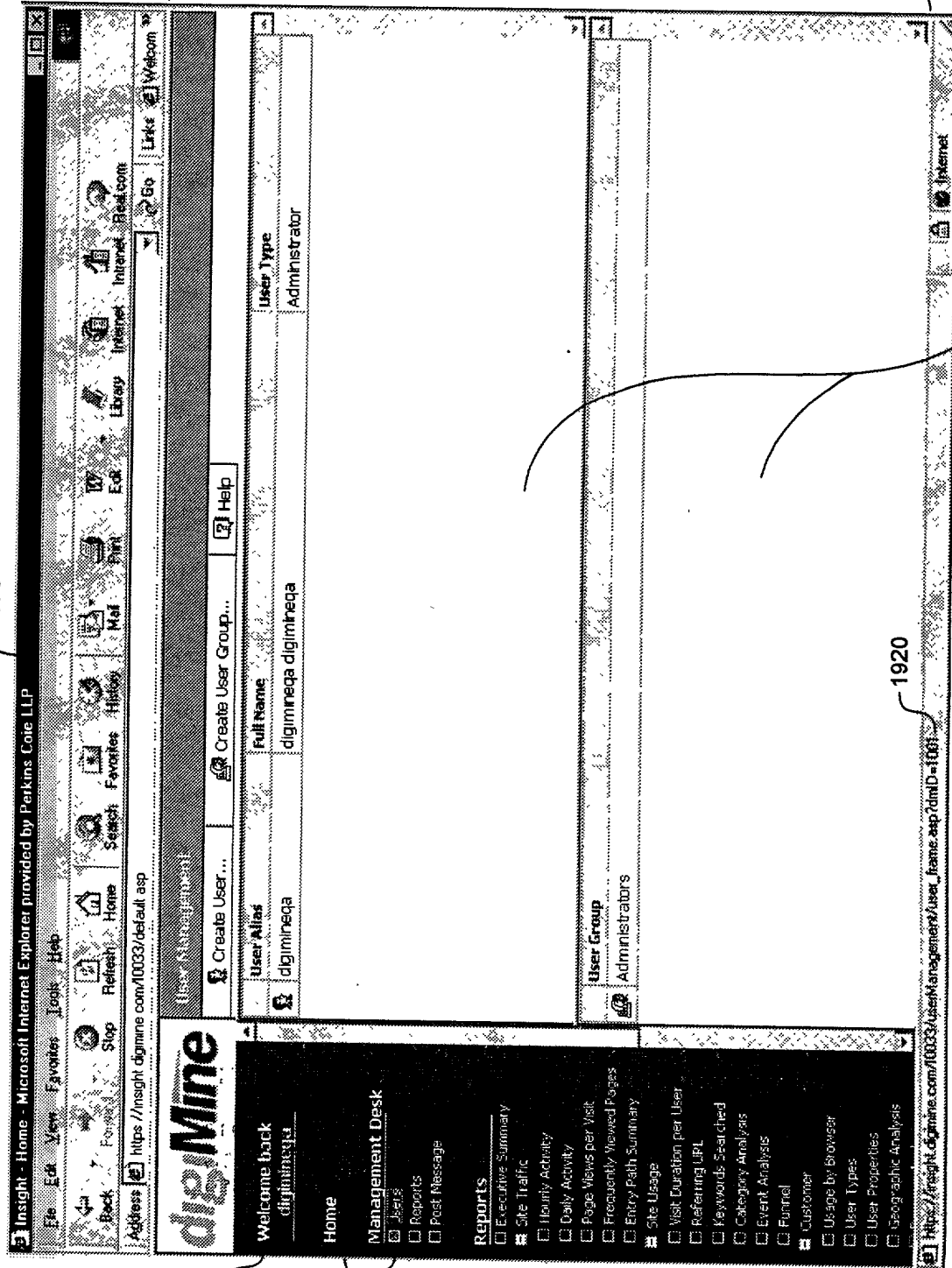
Customer Log In

Welcome. Please enter your case-sensitive User ID, Password, and Company.

user name	
password	
company	
<input type="button" value="Submit"/>	

1960

Did you forget your password? Please contact your account manager.



1970

1979

1980

1977

1972

1920

1975

Fig. 19U

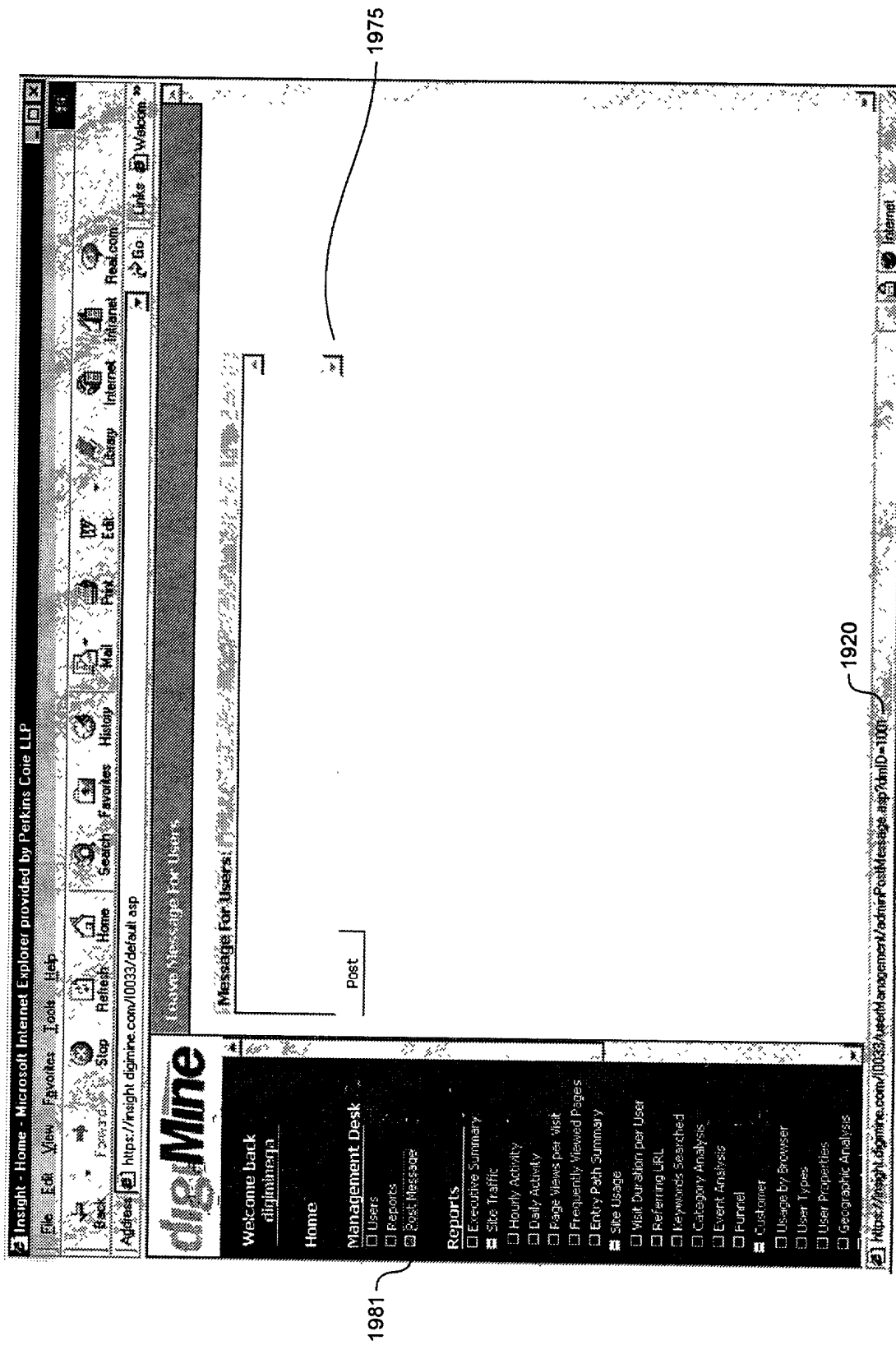


Fig. 19V

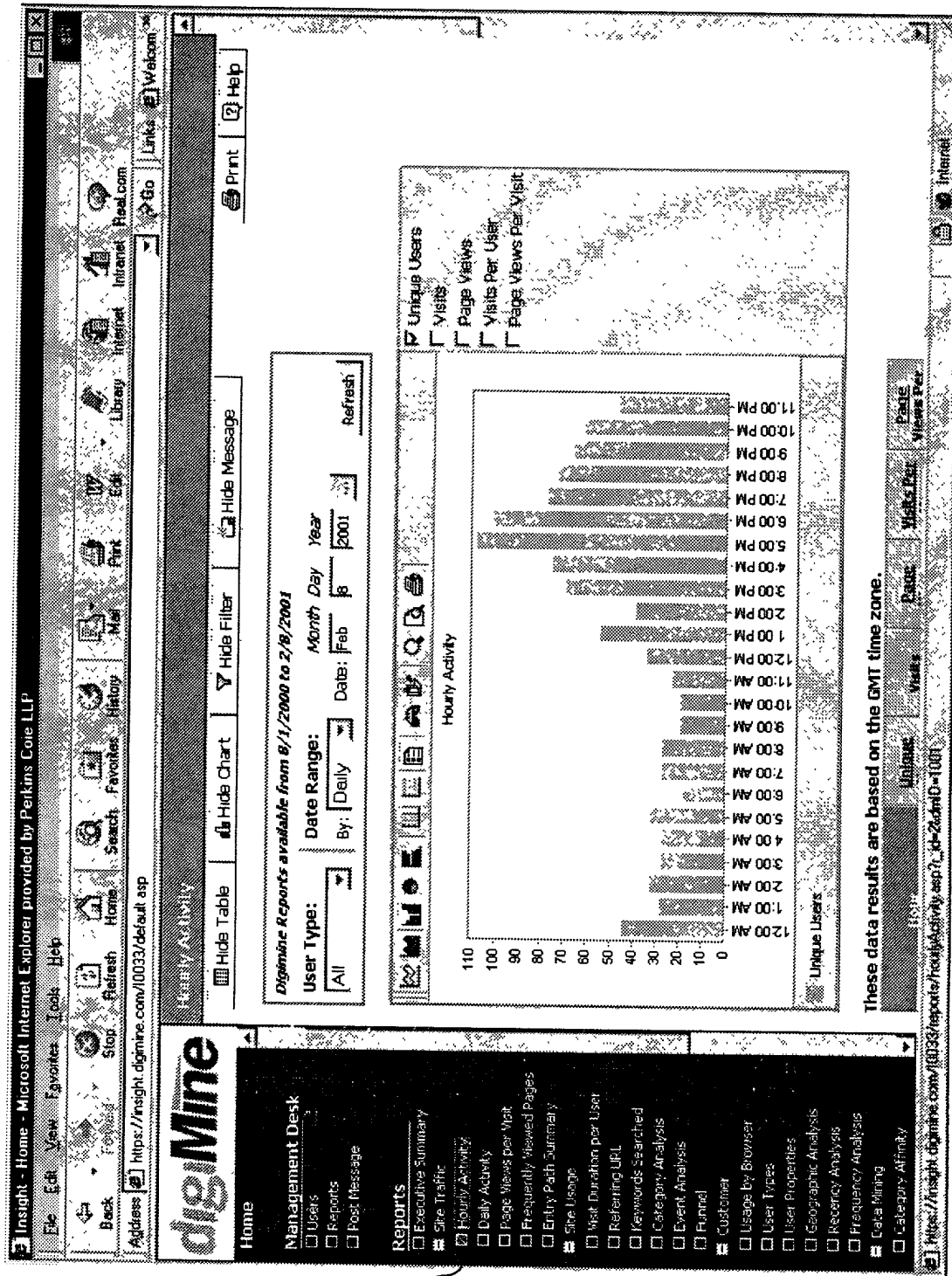


Fig. 19X

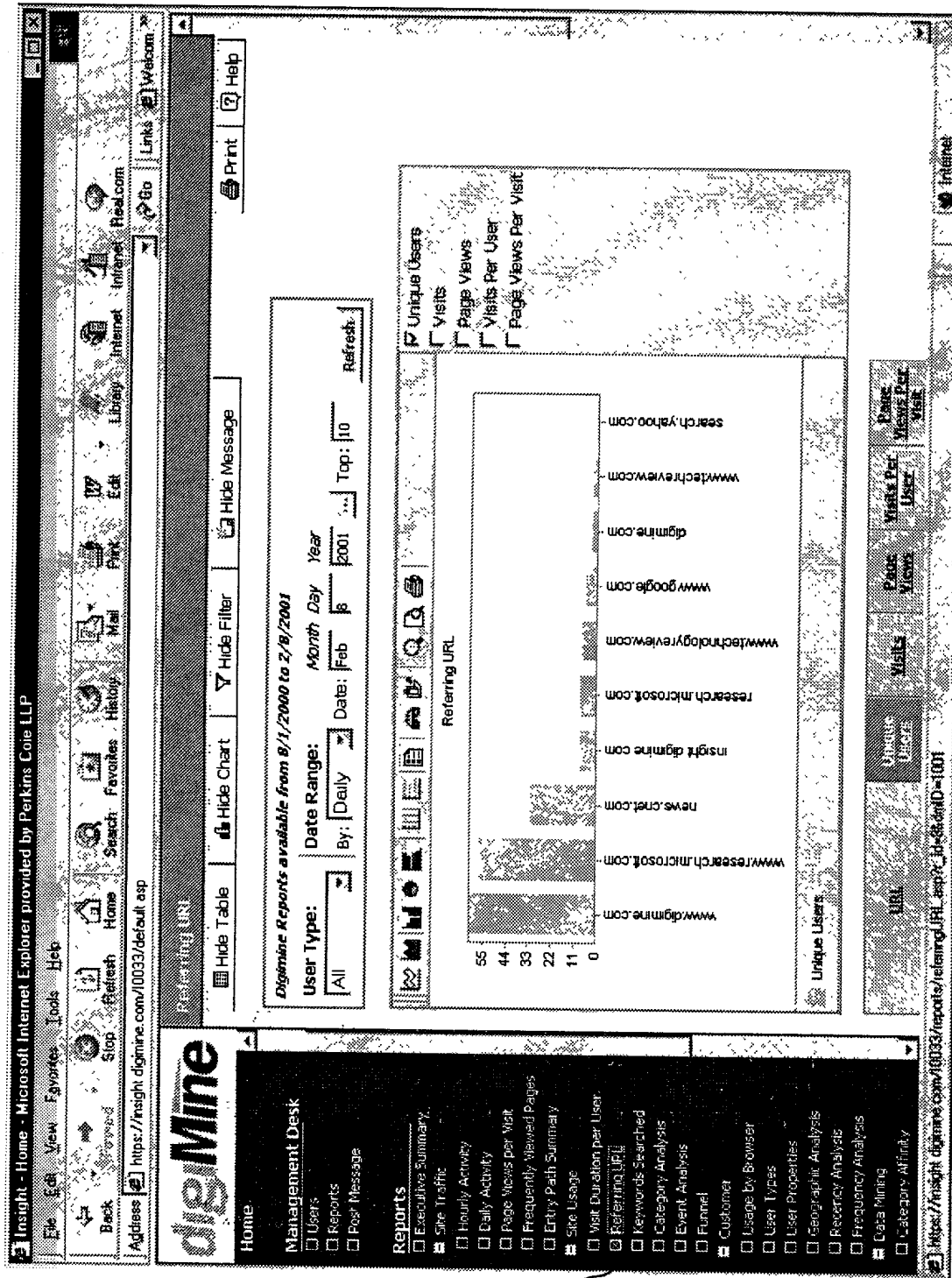


Fig. 19Y

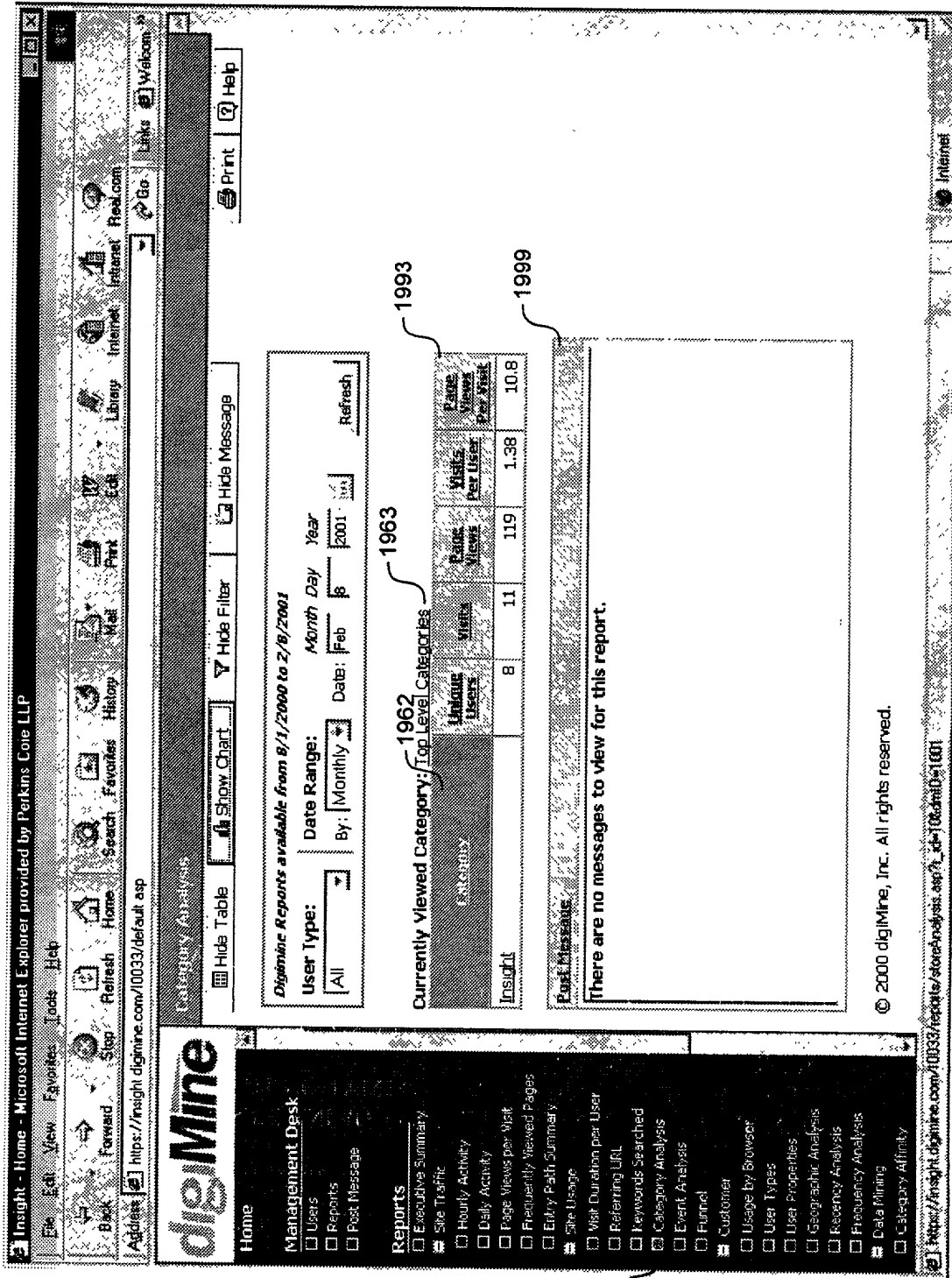


Fig. 19Z

Example Hierarchical Category Selection

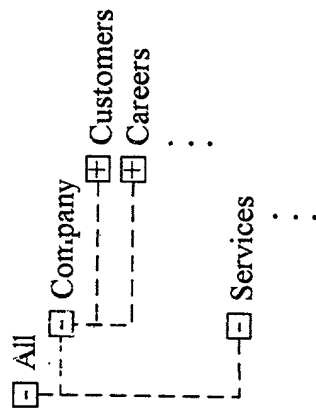


Fig. 19AA

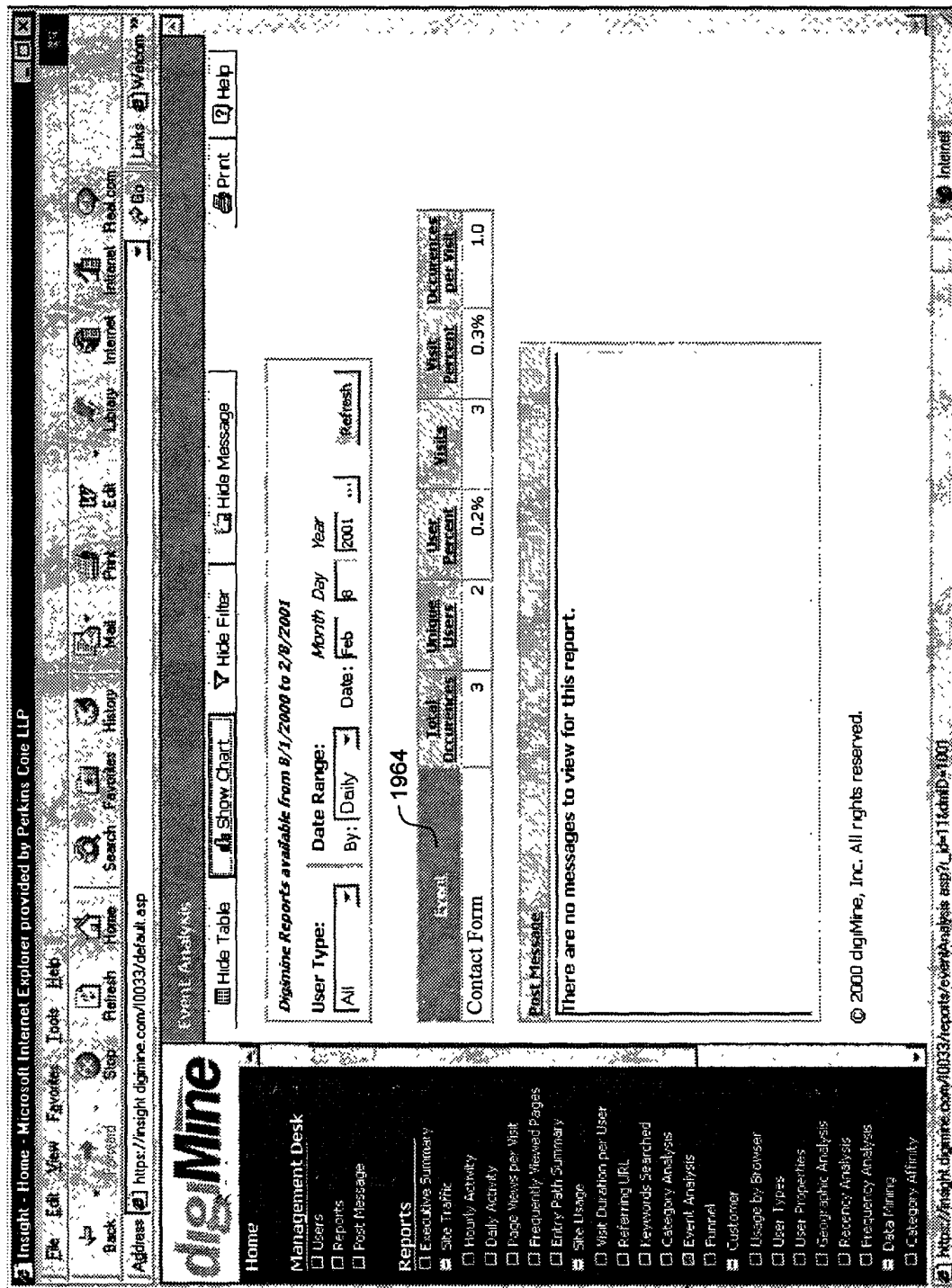


Fig. 19AB

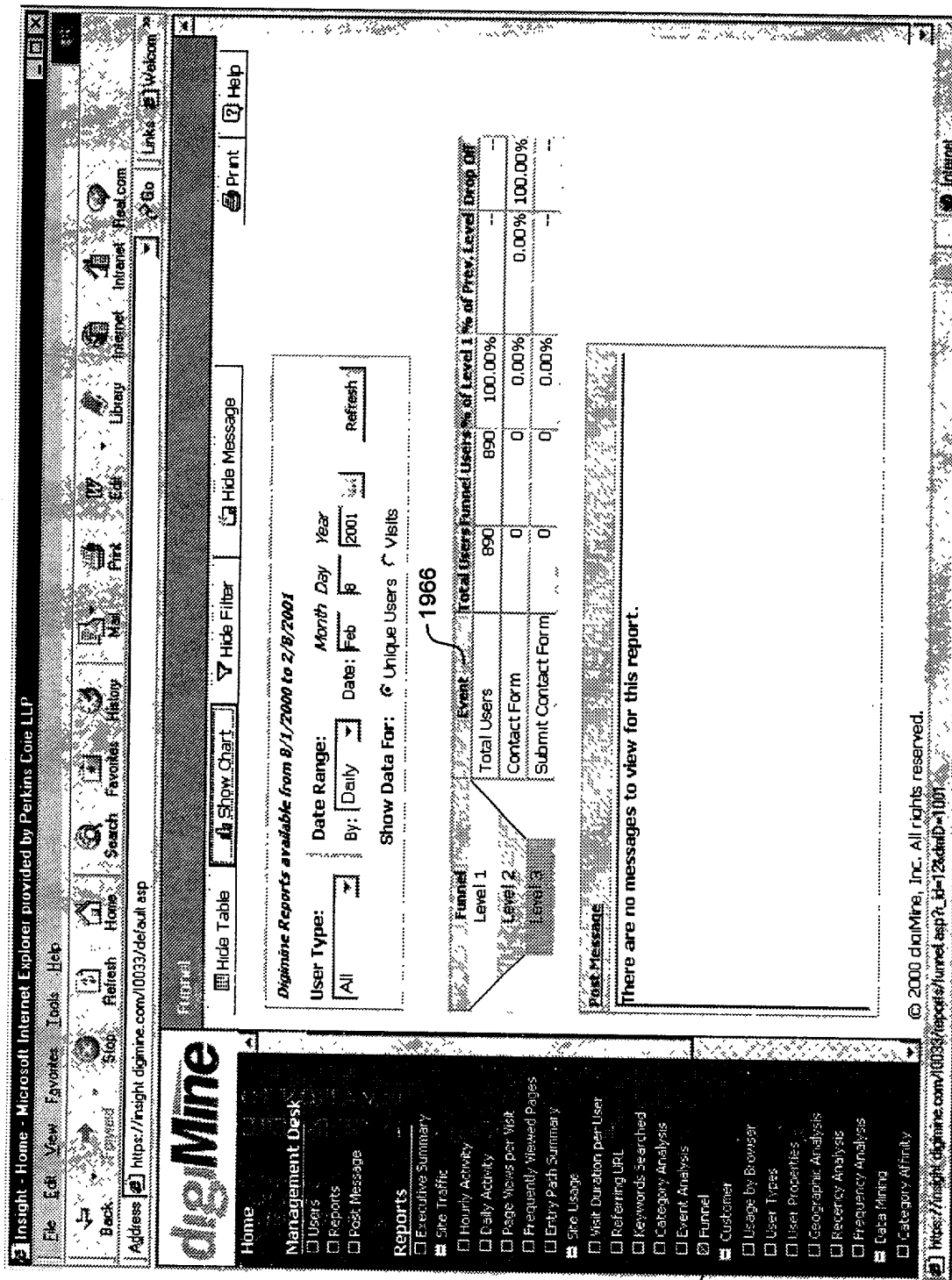


Fig. 19AC

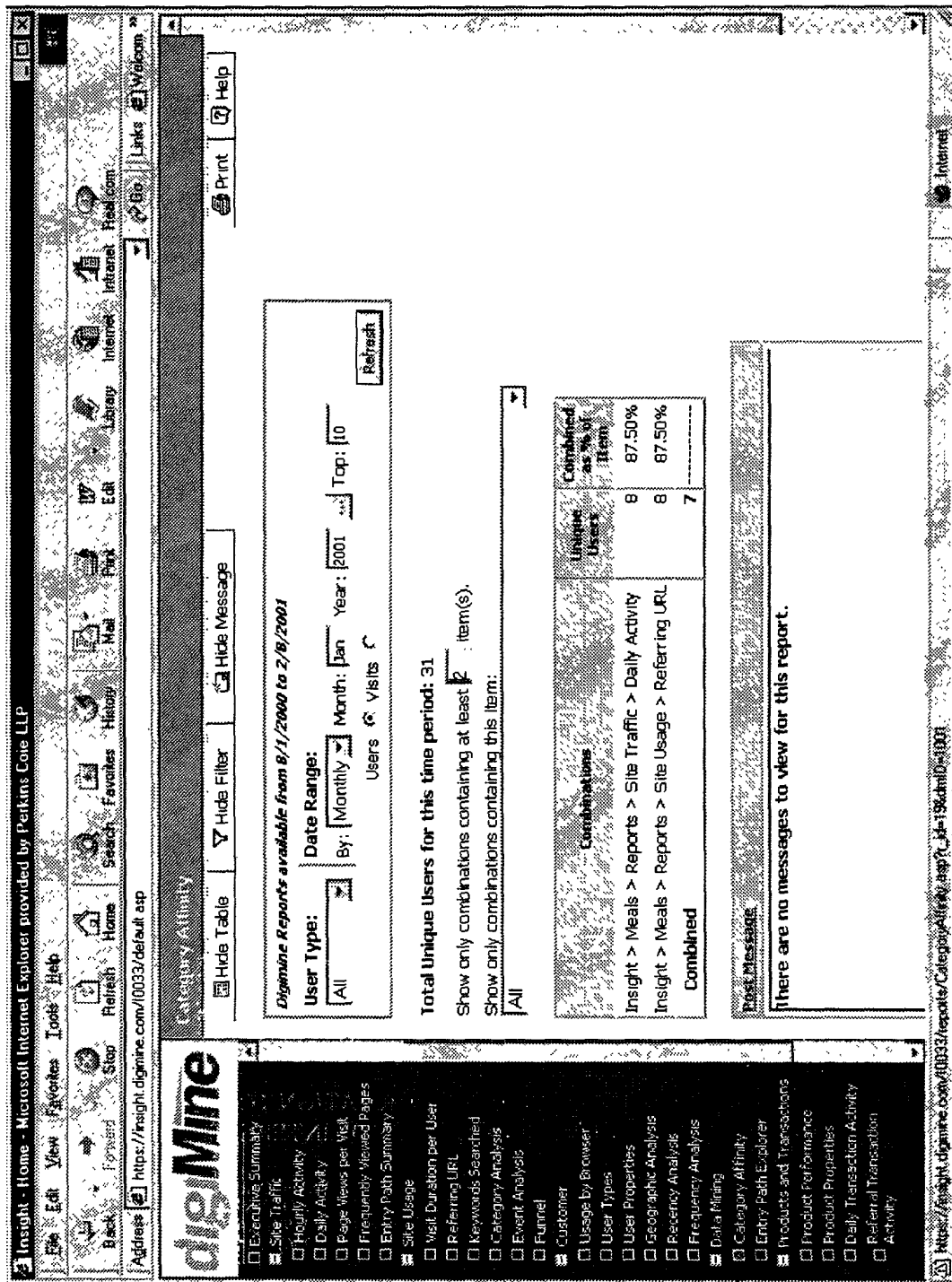


Fig. 19AD

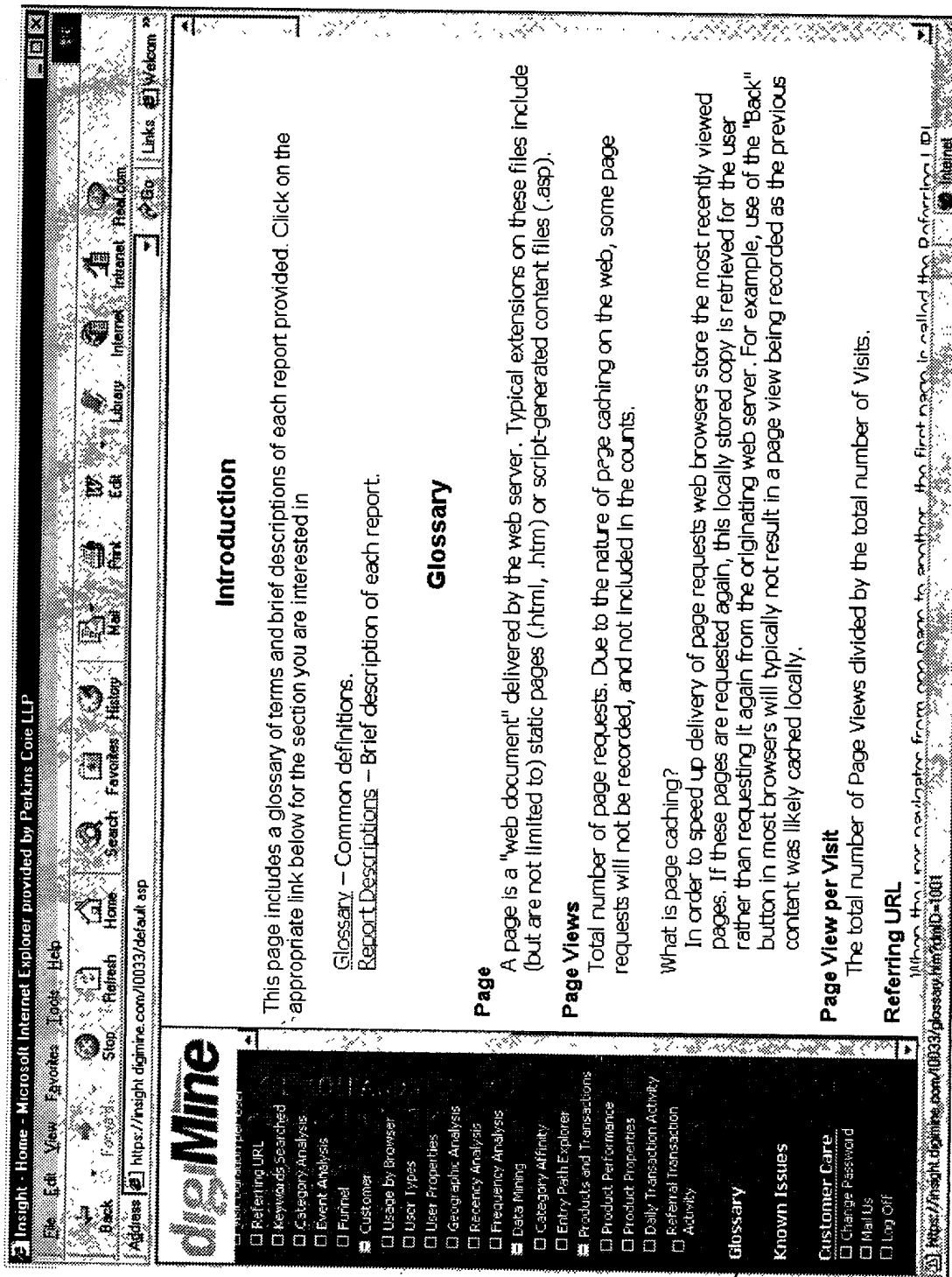


Fig. 19AE

Shoemaker, W. G. 1983. *Principles of Paleontology*. 2nd ed. Prentice-Hall, Englewood Cliffs, New Jersey. 651 pp.

Overview

St. John's, Nfld., Canada

DigitMine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive and affordable solution that is quick to deploy and easy to use.

What truly sets digimine apart from the competition is our ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying high-end data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence. And we enable you to take action with precision and speed.

digimine(s) Services include:

- { 1. digitMine Warehousing Services } 1912
 { 2. digitMine Analytic Services } 1914
 { 3. digitMine Data Mining Services } 1916
 { 4. digitMine Data Generation Services } 2005

35

Figure 1. The effect of the concentration of the *Agrobacterium* suspension on the transformation efficiency of *Agrobacterium* strains. The number of transformed cells was determined by the number of colonies obtained on the selective medium. The results are the mean of three independent experiments. Error bars represent the standard deviation.

(C) 2016
or WA requires

Fig. 20

Copyright © 1999, Oracle Corporation and/or its affiliates. All rights reserved. Oracle, the Oracle logo, and other marks contained herein are trademarks of Oracle Corporation and/or its affiliates. Other marks contained herein may be trademarks of their respective owners.

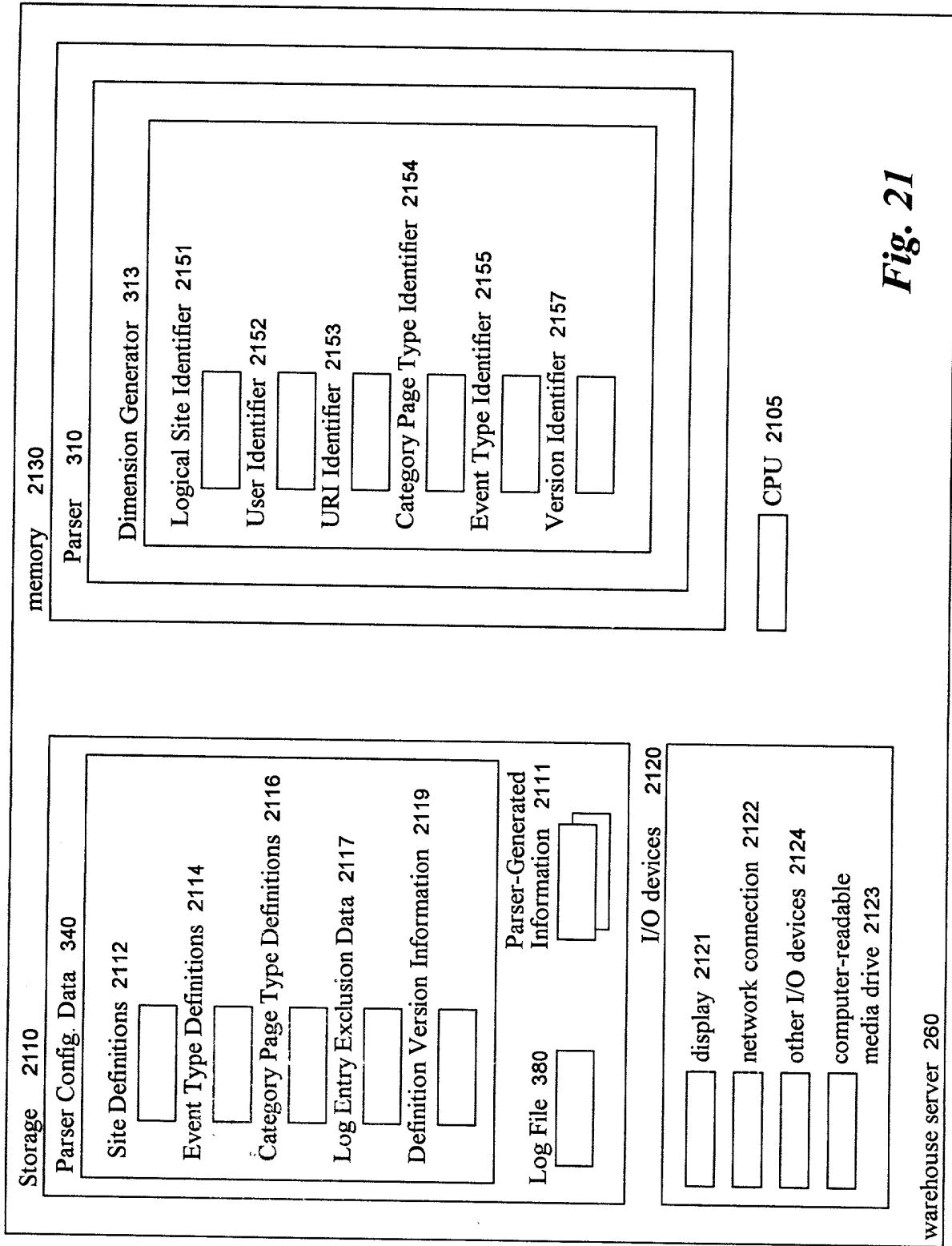


Fig. 21

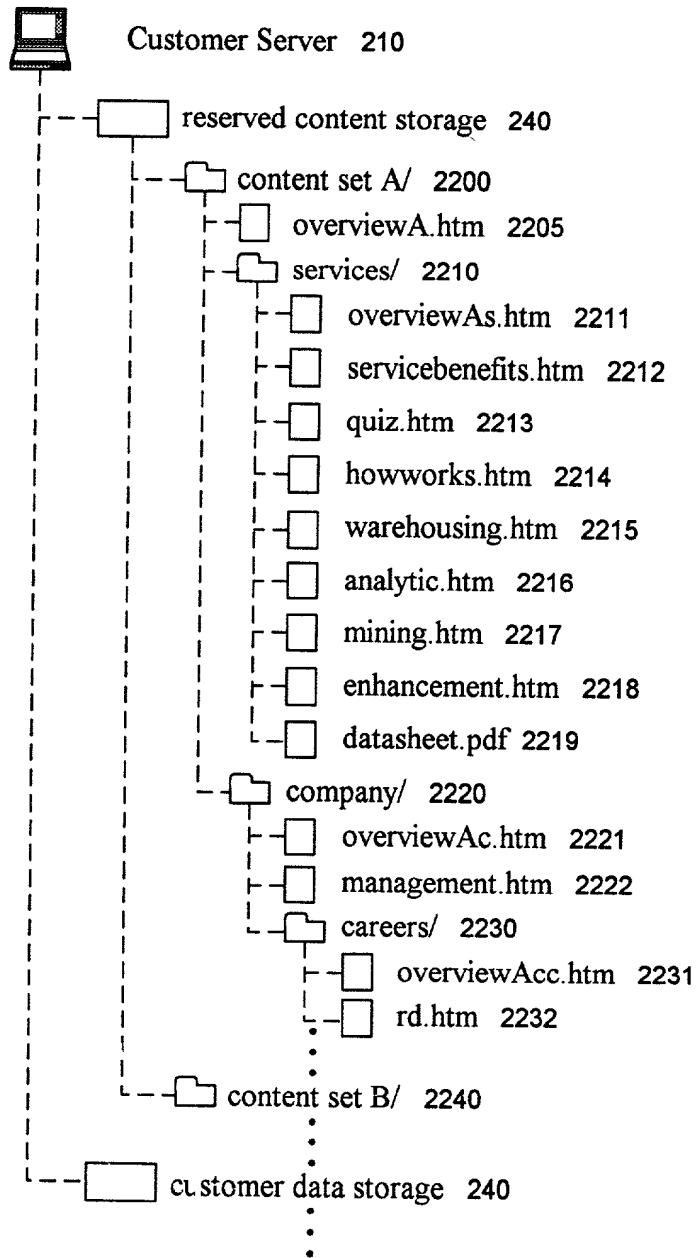


Fig. 22A

Content Set A

Category Hierarchy Table 2250

Category 2251	ID 2252	Category Parent 2253
Services	1	—
Company	2	—
Media Center	3	—
Analysis	4	—
Service Benefits	5	1
Take the Quiz	6	1
⋮		
Careers	20	2
⋮		
R&D	30	20
QA	31	20
⋮		

Content Set A Content Category Table 2260

Content 2261	Category Page Type Definition ID 2262
overviewA.htm	—
overviewAs.htm	1
servicebenefits.htm	1
⋮	
rd.htm	30
⋮	

Fig. 22B

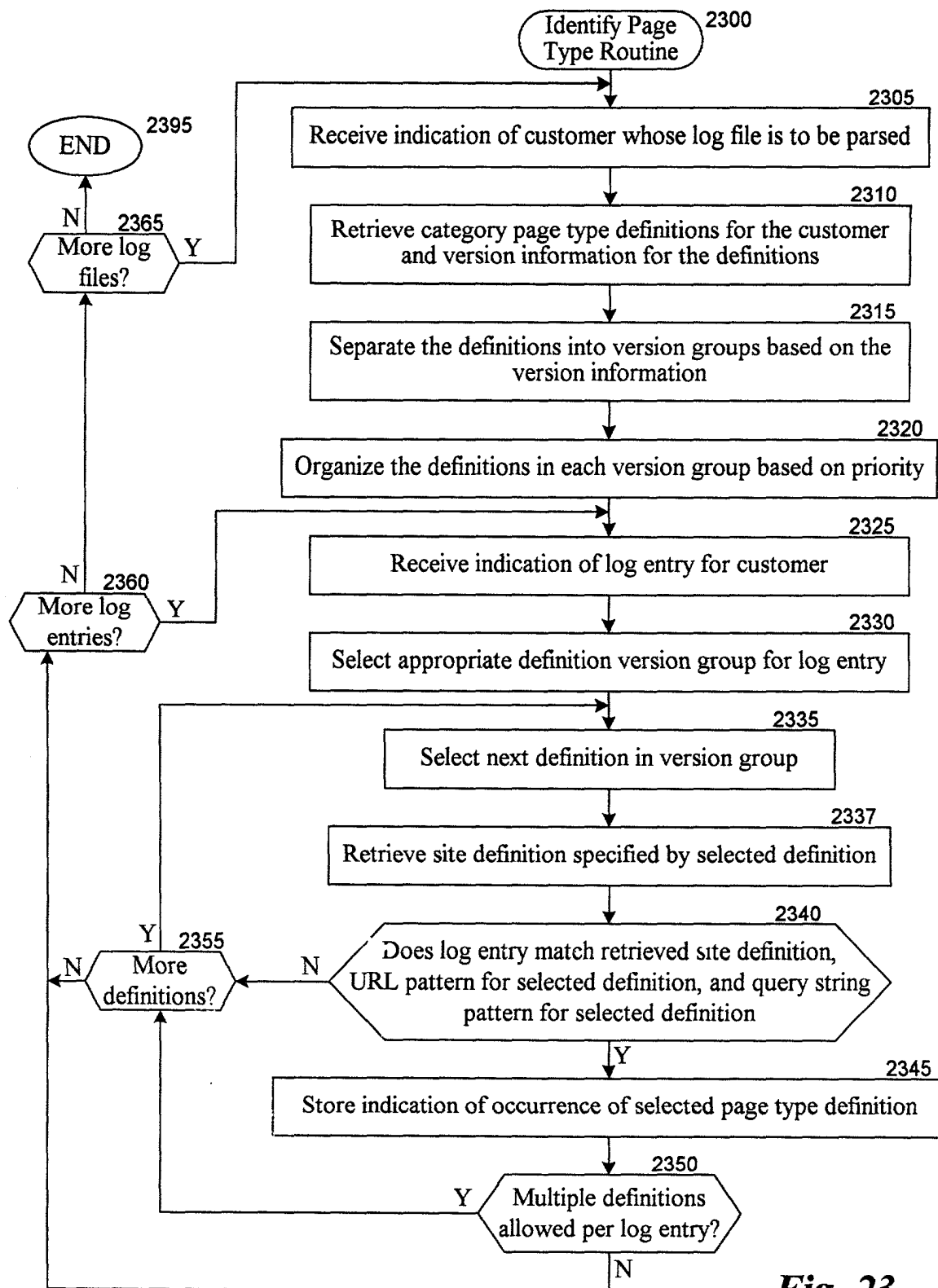


Fig. 23

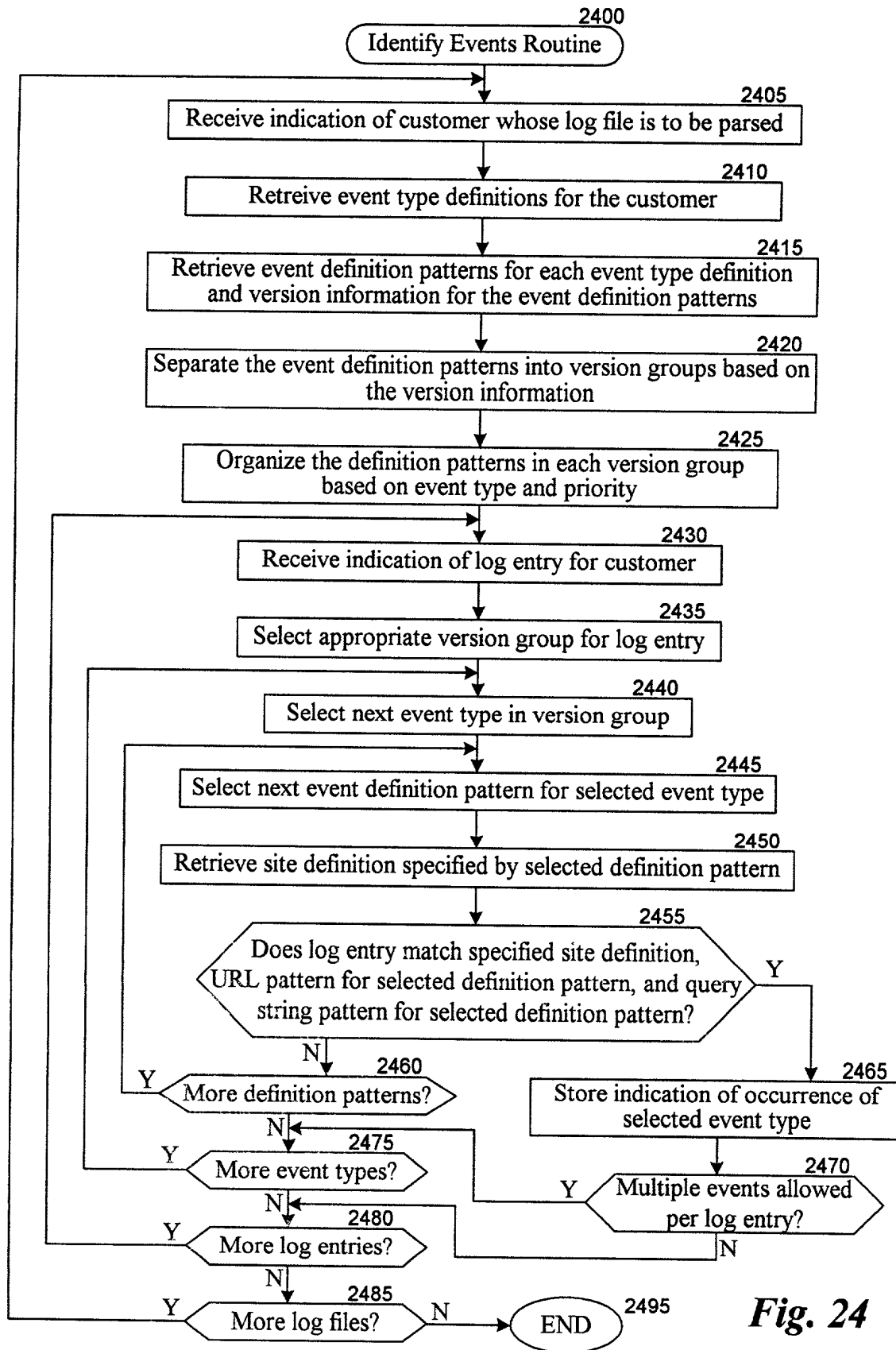


Fig. 24

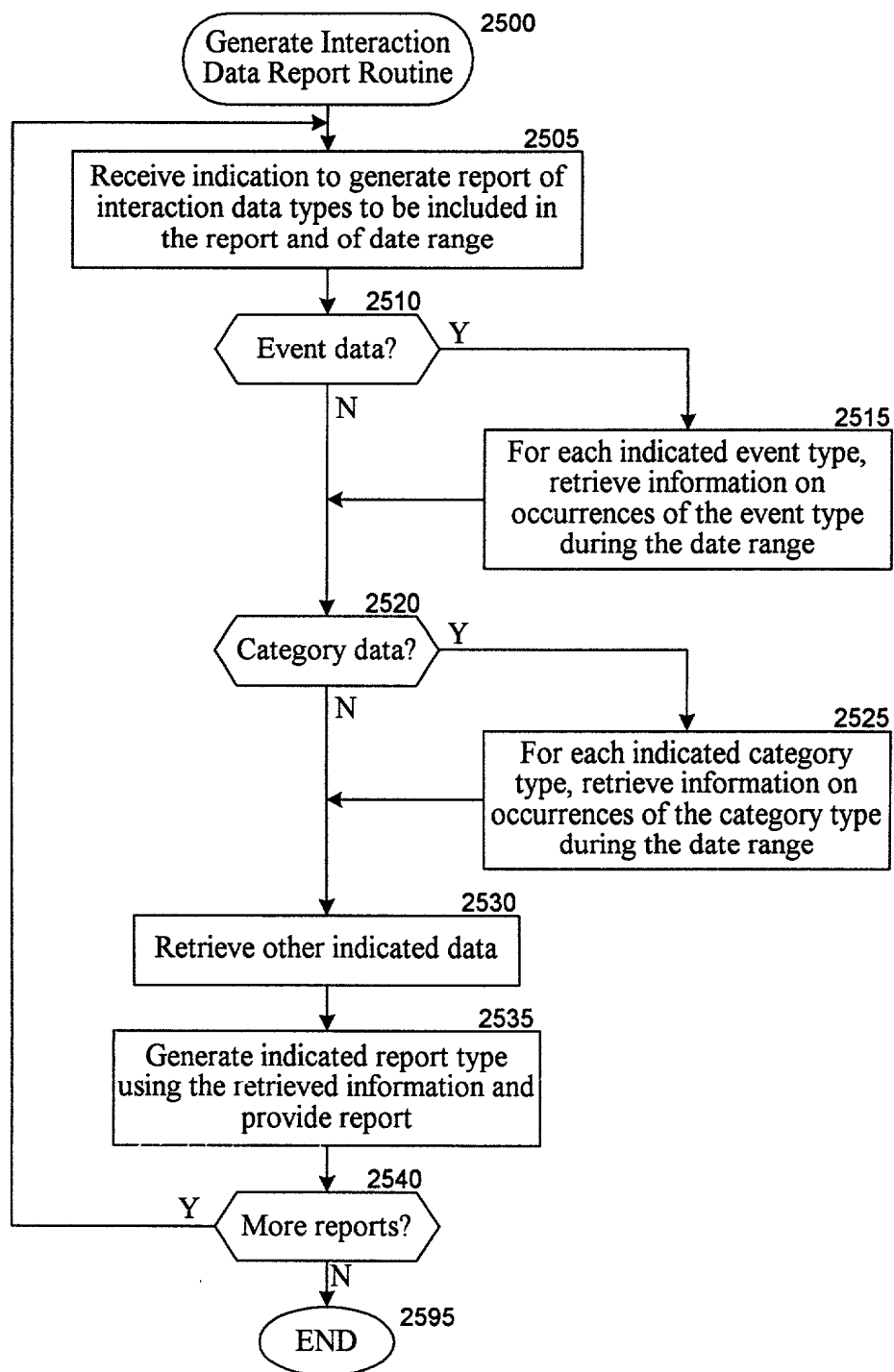


Fig. 25

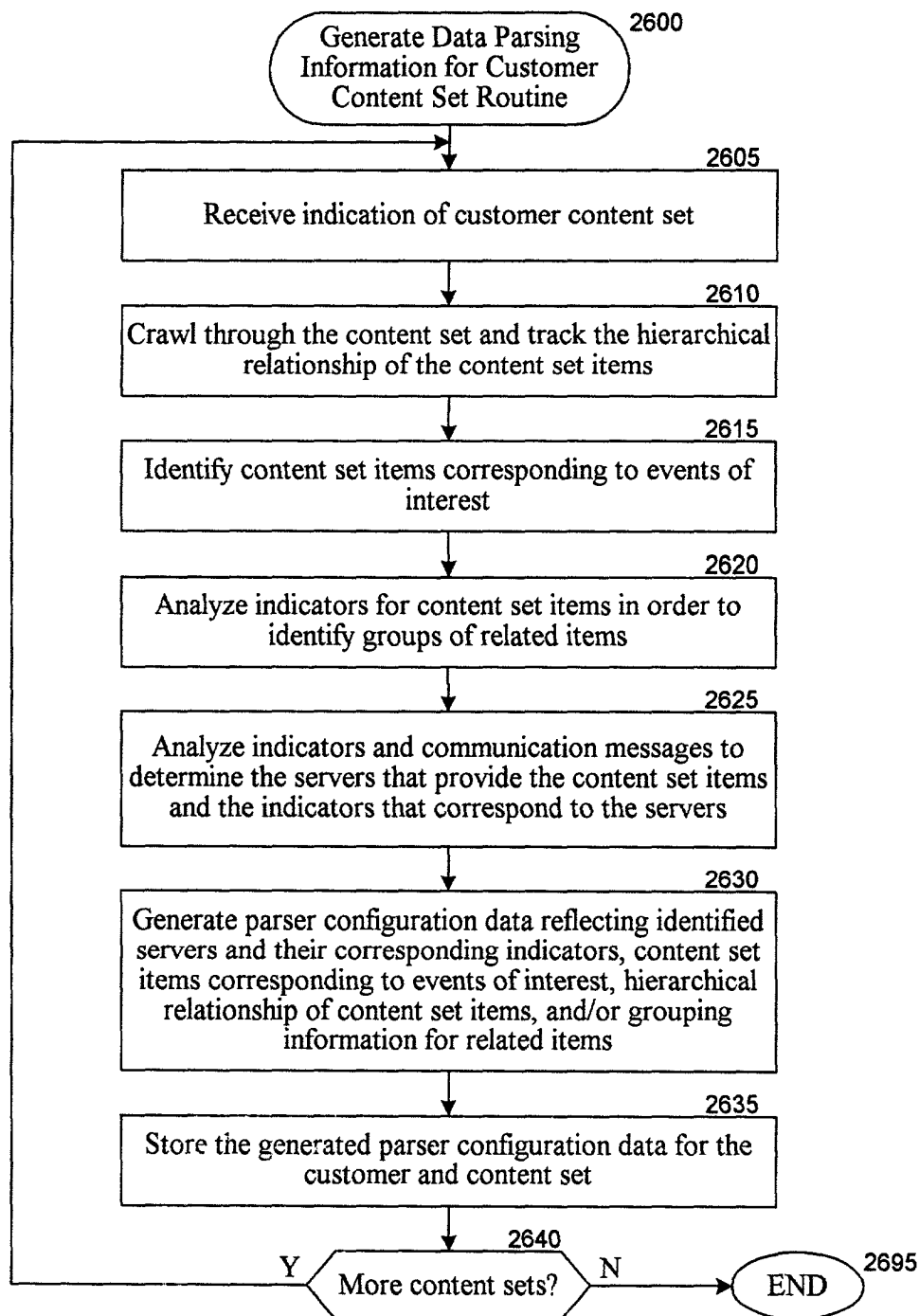


Fig. 26

Fig. 27A

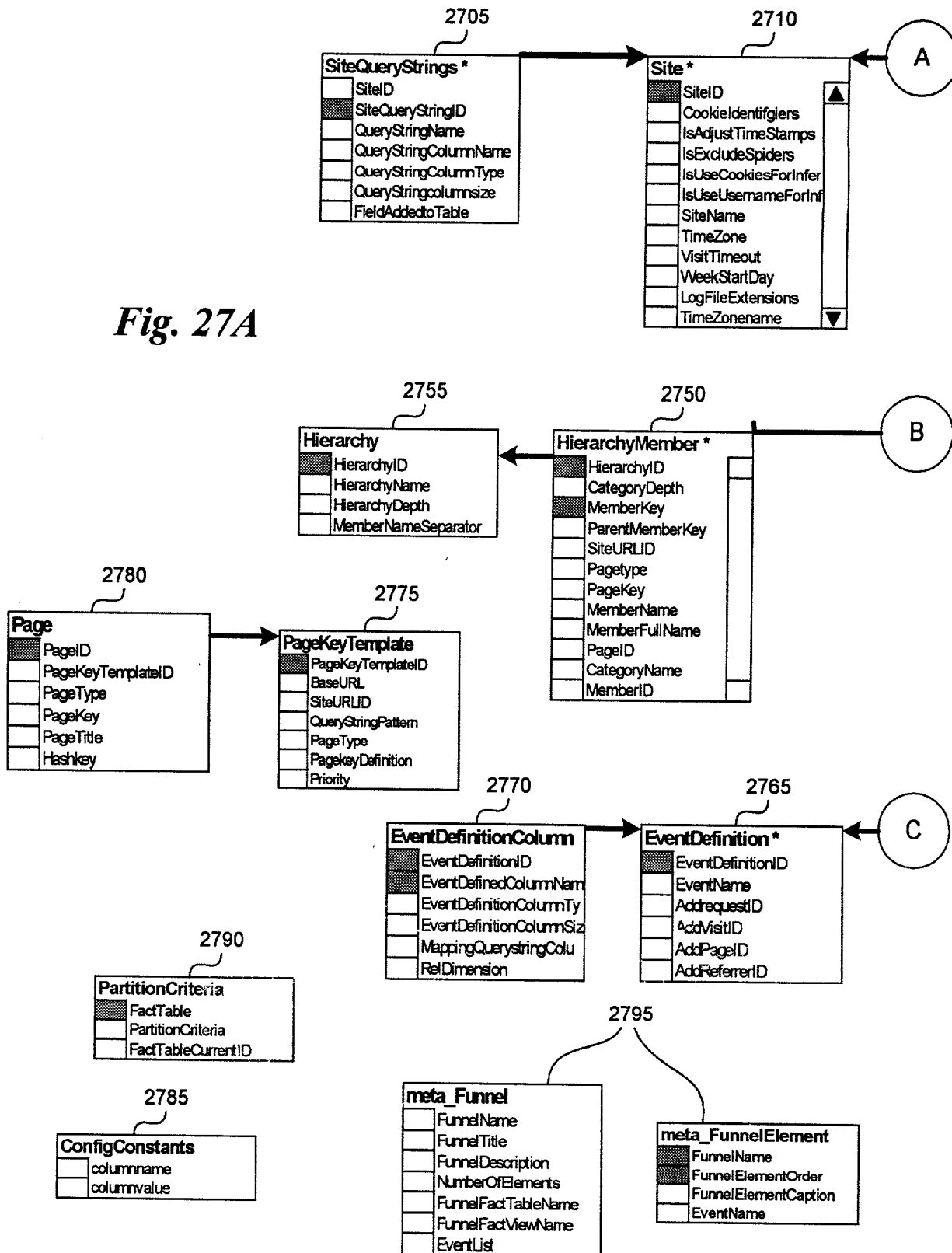


Fig. 27B

